



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION ACADEMIC YEAR 2014/2015**

FIRST YEAR EXAMINATION FOR THE DEGREE OF MASTERS OF SCIENCE IN ECONOMICS

BEC 4107: RESEARCH METHODOLOGY

DATE: 18TH APRIL 2015

TIME: 9.00AM – 12.00 NOON

Instructions:

Answer question ONE and any other TWO questions

QUESTION ONE

- a) Hypothesis formulation is a major component of the scientific method. With relevant examples for for-profit organizations with limited capital and other resources, provide at least three hypotheses in their null form. Elaborate the criteria of a good hypothesis. (6mrks)
- b) Discuss the concept of garbology as a tool of data collection for business research. (6mrks)
- c) What are the advantages of IT-based data collection over the “manual” recording procedures? Discuss these advantages in light of business research. (6mrks)
- d) Given statistical/economic tools such as t-tests, Z-test, chire square (χ^2) and ANOVA (Analysis of Variance), examine how the nature of data and research design influence the choice of each tool. (6mrks)
- e) Provide a brief structure of the chapter on “Research methods” of the proposal for a post-graduate proposal. (6mrks)

[30mrks]

QUESTION TWO

- a) Examine the importance of literature review in motivating the background of the study, in refining the statement of the problem and in the choice of analytical tools. (5mrks)
- b) The chapter on “Results and Discussion” reveals much about the researcher’s academic experience.
 - i) Draw a clear distinction between results and discussion
 - ii) What are the highlights of well-presented results?
 - iii) What ethical issues arise at the stage of writing results and discussion? (5mrks)
- c) Questionnaire development is a technical activity that requires substantial amount of time and funds. Examine the characteristics of well-structured questionnaire. (5mrks)

[15mrks]

QUESTION THREE

- a) Graphically illustrate the research process. Explain the pertinent issues at each stage and show any feed-back loops. (7mrks)
- b) Discuss the procedure for hypothesis testing (8mrks)

[15mrks]

QUESTION FOUR

- a) A researcher has analyzed data and now writing a technical paper for the Chief Executive Officer and for presentation at an international academic conference.
- i) Compare and contrast the components of the two papers.
 - ii) Contrast the probable audiences for the two research outputs. (5mrks)
- b) Examine the probabilistic sampling procedures in terms of applicable conditions, limitations and suitable business endeavours in which each is applicable. (5mrks)
- c) Provide a critical discussion of the internet as a glowing source of data for researchers. (5mrks)
- [15mrks]**