



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FOURTH YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: ECO 402

COURSE TITLE: RESEARCH METHODS

DATE: 23rd January 2015

TIME: 11.30-1.30 p.m.

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

SECTION A COMPULSORY (30 MARKS)

Read the case study below and answer the questions that follow.

The city Council of Nairobi has over 4,000 ghost workers according indicate that 46 employees had fake degree certificates, while 15 people on the council payroll could not be identified. The audit also revealed 145 people on the council payroll do not appear on the human resource records while 307 others are holding suspicious employment letters.

The governor Evans Kidero indicated that the council loses shs.60 million monthly to ghost workers who constitute about 35 per cent of the 12,000 workforce. He also revealed that 3,026 employees did not take up medical cover offered by the council raising concerns that they were non-existent. The city council is concerned that the issue is recurring, nagging and seems to be a well-orchestrated move to defraud the council.

In view of the report, city council management Board has decided to carefully look into the matter and provide a tenable solution to this perennial issue. They have instituted a research team with you as a lead researcher.

- a) Suggest a possible and most appropriate title that the research can take. (2 marks)
- b) Write down the statement of the problem as indicated by the report. (4 marks)
- c) Outline any FOUR specific objectives that the study will take (4 marks)
- d) Provide FOUR research questions that the study will seek to answer (2 marks)
- e) Draw a schematic diagram of a conceptual framework that the research will adopt as if seeks to address the outlined objectives in (c) above (4 marks)
- f) Choose an appropriate research design that will be used in the study and explain why you would choose the design. (3 marks)
- g) Outline the sampling design that the study will adopt and explain the reasons why such a sampling design is appropriate (3 marks)
- h) Write ten potential sample questions that would be placed in the questionnaire for the research (5 marks)
- i) What would be the most likely limitations of this study? Outline the delimitations that you would put in place (3 marks)

SECTION B (40 MARKS)

QUESTION TWO

- a) Using relevant examples. Distinguish between secondary and primary data sources. Explain the relevant circumstances under which each method is used (10 marks)
- b) Compare and contrast descriptive and exploratory research. Outline the circumstances under which each can be used. (10 marks)

QUESTION THREE

- a) Case studies are fast becoming the trend in research today. Why is this so? (10 marks)
- b) Explain the characteristics of a good questionnaire. Why is it necessary to have it with mainly closed ended questions? (5 marks)

QUESTION FOUR

Write short notes on:

- a) Informed consent (4 marks)
- b) Confidentiality (4 marks)
- c) Cluster sampling (4 marks)
- d) Action research (4 marks)
- e) Snowball sampling (4 marks)

QUESTION FIVE

- a) Why is Literature review considered quite critical in research (10 marks)
- b) Outline the characteristics of a good hypothesis (10 marks)

QUESTION SIX

- a) Define the concept of research design and state its usefulness to the researcher (2 marks)
- b) Differentiate between validity and reliability and explain their significance in research (8 marks)
- c) Explain the four data measurement scales and suggest appropriate descriptive statistics for each level (8 marks)