



# **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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## **University Examinations 2024/2025**

### **THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

#### **BFC 3365: RESEARCH METHODS**

**DATE: JANUARY 2025**

**TIME: 2 HOURS**

**INSTRUCTIONS:** Answer question *one* and any other *two* questions

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#### **QUESTION ONE (30 MARKS)**

- a) Research can be understood better by studying its role in society. Discuss the objectives of research in society (8 marks)
- b) Discuss the two main types of research, clearly distinguishing them (8 marks)
- c) Explain the importance of studying relationships (6 marks)
- d) Differentiate between study population and sample population (8 marks)

#### **QUESTION TWO (20 MARKS)**

- a) The outcome of literature review is knowing. Discuss the main ways of knowing (10 marks)

- b) In which main ways do researchers use rational thinking to reason (10 marks)

**QUESTION THREE (20 MARKS)**

- a) What are the various ethical considerations that should be taken when carrying out any type of research (10 marks)
- b) During the process of data collection there can be errors or biases. Discuss the causes of errors or biases in the data collection instruments (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the structure of a research project proposal (12 marks)
- b) Relationship is a statement about variables. Explain what a variable means (4 marks)
- c) Explain the meaning of “hypothesis” (4 marks)

**QUESTION FIVE (20 MARKS)**

- a) What is stratified random sampling and under conditions would you recommend it (8 marks)
- b) Given a journal article investing in initial public offer in stock exchange. It is a blessing in disguise” by Johnstone Kalembe and David Kiprotich, published in journal of business education in the year 2004, vol 8 number 12 from page 27 to 33  
Present the reference in APA method (5 marks)
- c) Distinguish between the following concepts use practical examples in each case
- i. Basic research Vs applied research (5 marks)
- ii. Internal validity Vs external validity (5 marks)