



## **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)