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 **GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR THREE**

**FIRST SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 352**

**COURSE TITLE: RESEARCH METHODS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 29/11/18 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of FOUR (4) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

The following is a statement adopted in a research thesis. Study this statement and answer the following questions.

Education can only be termed as such if it meets its predetermined goals aims and objectives. This is no wonder there are broad aims, goals, and objectives that every educational institute has to consider. This is also the reason as to why there are national goals that each country holds dear in the ministry of education and so also the specific educational institute or organization. All these aims, goals and objectives are an invitation to value education. To capture the value of this direction Segall and Wilson (1998) have said that "every educational system has a moral goal that it tries to attain and that informs its curriculum- it wants to produce a certain kind of human being".

The State Board of Education developed a program of Character Curriculum for levels K-12. This comprehensive character education program focused on the students' development of the following character traits: courage, patriotism, citizenship, honesty, fairness, respect for others, kindness, cooperation, self-respect self-control, courtesy, compassion, tolerance, diligence, generosity, punctuality, cleanliness, cheerfulness, school pride, respect for the environment, respect for the creator, patience, creativity, sportsmanship, loyalty, perseverance, and virtue, a step that indicated that the country values education so much (Scerenko, 1997).

Much of the research regarding African American male achievement has concentrated on the influences, which negatively impact academic achievement. Influences known to positively impact academic achievement of this vulnerable population exist in the research of successful achievement among male minority students For example, religious commitment is one variable identified as having a positive impact on academic achievement of minority students (Glaeser &Sacerdote, 2001; Irvine &Foster, 1996; Jeynes 2003a; Jeynes 2003b; Suskind, 1998). However, few studies have examined minority male achievement from the viewpoint of students who have completed high school and are enrolled in institutions of higher education.

Education is therefore important for all human developments in all walks of life. That is, a holistic kind of education that does not only concern itself in acquiring information, but which teaches a sense of values so as to tum the participants useful in the way of understanding the essence of it all. This invites all the stakeholders in education to offer a life-long education to the subjects bearing in mind that the result would not only serve them but the larger society as well (Battle &Lewis, 2002).

In relation to this lifelong education, you will find that it stimulates the learners and unleashes the wisdom that lies dormant in the lives of young people or simply said, drawing out the potential which" exists within them. This is justifiable since every person has the power within him or herself to change the world. To make this a reality therefore, it calls for responsible individuals and

Institutions. Researchers in the field of education have emphasized on the need for educators to consider value education other than feeding information to learners that does not touch the affective domain, which concerns itself with attitudes, values and interests that enables one to apply the cognitive domain values in a more responsible way. They are for the opinion that education that cannot assist the learners make wise decisions in life and live in constant awareness of the place of God in dealing with others and in life endeavors in general is education with deficit (Darling-Hammond, 2000).

1. From the above case answer the following:
2. Develop an appropriate title for the study **[3 marks]**
3. Outline statement of the problem apparent the abstract **[5 marks]**
4. Identify the research participants for the study **[3 marks]**
5. Identify and explain the objectives of the study **[4 marks]**
6. Describe a more suitable research design for this study [**4 marks]**
7. i) What do you understand by the term research  **[3 marks]** ii )Describe two areas where quantitative research is most suitable  **[4 marks]** iii) Discuss what research problems entails **[4 marks]**

**QUESTION TWO**

1. Explain the three importance of research in the modern world groups [**6 marks]**
2. Define the following terms used in research methods  **[5 marks]**
3. Research paradigm
4. Research methods
5. Research design
6. Location and population of the study
7. Explain why, during research, sample rather than an entire population is preferred as a source of data. **[3 marks]**
8. Differentiate between dependent variable and independent variable **[6 marks]**

**QUESTION THREE**

1. Describe the major levels of measurement **[6 marks]**
2. Explain briefly THREE issues to consider before conducting any research **[6 marks]**
3. State THREE ways of collecting data in qualitative research method **[3 marks]**
4. State five Characteristics of a good questionnaire  **[5 marks]**

**QUESTION FOUR**

1. Mention FOUR (4) differences between quantitative and qualitative research **[8 marks]**
2. Discuss philosophical worldviews of constructivism **[5 marks]**
3. List two sources of primary literature review and two sources in primary sources **[4 marks]**
4. Given the research topic “Challenges faced by carpentry in Garissa County” write suitable purpose statement **[3 marks]**

**QUESTION FIVE**

1. Identify SIX (6) steps of conducting research **[6 marks]**
2. Explain briefly three (3) approaches of conducting researches **[6 marks]**
3. What is a research problem in a research study  **[2 marks]**
4. Identify independent variables (IV) from dependent (DV) variables from these examples **[6 marks]**
5. Effects of customer satisfaction on consumers behavioral intentions
6. Influence of the quality of the physical environment customer perceived value
7. Impact of staff service quality on customers satisfaction level