



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2014/2015 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 23rd April, 2014
Time: 8.30am – 10.30am

KBA 400 – RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term 'research'.
(2 Marks)
- b) Out line at least six areas where research have contributed greatly on human kind.
(6 Marks)
- c) Giving appropriate examples differentiate between open and closed ended questionnaires in a research paper.
(8 Marks)
- d) Write the features of a top page of a study proposal.
(4 Marks)
- e) The following data was collected in XY College to determine different types of people
Lecturers 100, male student 400, female students 600, support staff 200. Represent the data in;
 - i) Bar graph (3 Marks)
 - ii) Pie chart. (4 Marks)
 - iii) Percentage (%) (3 Marks)

QUESTION TWO (20 MARKS)

- a) Write the characteristics of a good research topic in business.
(5 Marks)
- b) Write short notes on what should be in the following sub topics of a research proposal
 - i) Back ground information
 - ii) Empirical Literature review
 - iii) Theoretical foundation

(15 Marks)

QUESTION THREE (20 MARKS)

Write the contents of every page between declaration page and chapter one in a research project.
(20 Marks)

QUESTION FOUR (20 MARKS)

a) 'Organizations should have a positive attitude on research development'. Discuss.
(5 Marks)

b) Write short notes on the following;

- i) Longitudinal research
- ii) Sampling designs
- iii) Cross sectional research
- iv) Research conclusion
- v) A research proposal

(15 Marks)

QUESTION FIVE (20 MARKS)

a) Formulate any business researchable topic.

(3 Marks)

b) i) Explain three methods used to collect a data.

(9 Marks)

ii) Explain what should be considered when selecting data collecting techniques.

(