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SCHOOL OF PROFESSIONAL STUDIES

**BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/
BACHELOR OF COMMUNITY DEVELOPMENT/ BACHELOR OF
COUNSELLING PSYCHOLOGY**

**UNIT CODE: BBIT 223: BUSINESS RESEARCH METHODS/ BCD
221: PARTICIPATORY RESEARCH METHODS FOR
DEVELOPMENT/ BCP 315: RESEARCH METHODS IN
PSYCHOLOGY**

September – December 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) State an appropriate research title in your area of study for a research. **[3 Marks]**
- b) Identify a possible research problem from the above title for a proposed study **[4 Marks]**
- c) Formulate three possible research objectives and three possible research questions for the proposed study. **[6 Marks]**
- d) In formulating your objectives above, what factors did you take into consideration? **[3Marks]**
- e) Briefly explain some ways that you would use to improve the reliability and validity of the study. **[4 Marks]**
- f) Explain any four ethical considerations that you would bear in mind while conducting your research. **[4 Marks]**
- g) Conceptualize variables in the above situation that could be used in a conceptual framework.

[6 Marks]

QUESTION TWO

- a) Differentiate between the following terms as used in research
 - i) Experimental research and Ex post facto research [1 Marks]
 - ii) Internal validity and external validity [1 Marks]
 - iii) Reliability and validity [2 Marks]
 - iv) Pure research and applied research [2 Marks]
- *b) Briefly explain five characteristics of scientific research. [5 Marks]
- c) Research design can be thought of as the structure of research. It is the “glue” that holds all of the elements in a research project together. Identify and explain any four types of research designs. [4 Marks]

QUESTION THREE

Develop a prototype research proposal on a topic of your own choice and state your title of the study, the background to the study, the research problem, three research objectives and a justification to the study. [15 Marks]

QUESTION FOUR

- a) A good research report is one which communicates the research findings to readers efficiently and effectively. State any five components of a research report that would be required to achieve the above objective. [5 marks]
- b) State any five purposes of literature review in research proposal. [5 Marks]
- c) A recent market survey showed that from a randomly selected sample of people, who have bought compact cars, 155 are women and 169 are men. You are asked to test the claim that more than half of the buyers of compact cars are men.
 - i) Write down appropriate null and alternative hypotheses for the test. [2 marks]
 - ii) Briefly discuss the logical steps you would take to conduct the above test. [3 marks]

QUESTION FIVE

- a) Briefly explain FOUR sources of measurement differences in data collection. [4 Marks]
 - b) Discuss the following sampling techniques and show how each type can be used in data collection:
 - i. Stratified sampling
 - ii. Multistage sampling
 - iii. Cluster sampling
 - iv. Quota sampling
 - c) Suggest a suitable method to determine an appropriate sample size. [8 Marks]
- [3 marks]