GARISSA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR **TWO** **FIRST** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: ECO 218

COURSE TITLE: RESEARCH METHODS

EXAMINATION DURATION: 3 HOURS

DATE: 08/12/17   TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**

- **Question ONE (1) is COMPULSORY**

- **Choose any other THREE (3) questions from the remaining FIVE (5) 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 THREE (3) printed pages   *please turn over*

QUESTION ONE (COMPULSORY)

Read the Abstract below and answer the questions below.

The quality of the human resource of an organization is essential to its success. Thus, every organization must seek to improve the quality of its workforce. One way of achieving this is through training. The importance of training can only be appreciated with a clear understanding of its direct impact on employee performance. This study will look at the impact of training on employee performance in Garissa University College. Specifically it looks at the: existing training programs at Garissa University College, evaluate the effectiveness of these training programs and discover if the training programs have impacted employee and the council's overall performance. The university college has 162 employees who are in teaching and subordinate categories. Improvement in employee performance also leads to an improvement in the company's performance. It is in this respect that Garissa University College was analyzed to establish a correlation between its training programs and the success of the company. Data was analyzed and the results revealed that Garissa University College had a comprehensive (planned and systematic) in house training program that every employee was aware of. The objective of the program is to improve both individual and organizational performance. Every employee no matter their educational background or level within the university had benefited from the in house training program.

(a) Identify and clearly state the research problem in this situation. **[2 marks]**

(b) Identify a researchable title for the above case **[2 marks]**

(c) Identify the objectives in this situation **[4 marks]**

(d) Identify the type of data in the above case study [**1 mark**]

(e) Suggest the type of tool suitable for data collection of the above case and discuss its advantages.

[6 marks]

(f) Formulate research questions for the above problem to enable you conduct the above study.

[4 marks]

(g) Discuss the qualities that a good research should contain **[6 marks]**

QUESTION TWO

(a) Explain the importance of research in the modern world. **[5 marks]**

(b) What do you understand by sample size? Explain why it is necessary in research. **[6 marks]**

(c) Discuss the features of a good sample. **[4 marks]**

QUESTION THREE

(a) Explain what you understand by pre-testing of research tools. What is its importance

[3 marks]

(b) Distinguish between the questionnaire and the interview schedule as used in research.

[6 marks]

(c) Explain the advantages of primary data as compared to secondary data. **[6 marks]**

QUESTION FOUR

(a) Evaluate the importance of review of literature to research. **[9 marks]**

(b) Discuss the attributes of a good literature review **[6 marks]**

QUESTION FIVE

(a) Write short notes on **[9 marks]**

    i.   Convenience and purposive sampling;

    ii.   Systematic and stratified sampling

    iii.   Reliability and validity

(b) Discuss factors affecting research design **[6 marks]**

QUESTION SIX

(a) Explain the role of library for a researcher **[8 marks]**

(b) Discuss the ethical issues in research **[7 marks]**