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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: BHR 300 / ECO 218**

**COURSE TITLE: RESEARCH METHODS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 27/11/18 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 THREE (3) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

Read the following case and answer the question that follows.

FACTORS INFLUENCING COMMITMENT TOWORK AMONG CASUAL EMPLOYEES OF FIRMS WITHIN THE HOSPITALITY INDUSTRY IN KENYA

(Case of selected Three star Hostels in Nairobi)

Casual employment in Kenya has been increasing rapidly since the 1980’s especially in service industries like hospitality. Employers in Kenya have been enthusiastic about casual labour because it can suit a wide variety of circumstances such as attaining flexibility and lower cost. According to Cannon (2002) high turnover rates are naturally accepted in many hospitality organizations mainly because there is seasonal variation of demand in the sector.

Despite the perceived benefit of casual employment, it is possible that their organizational commitment and higher labour turnover is undesirable consequence of the type of employment. In addition to fewer entitlements, casual employees often suffer considerable confusion about their rights and responsibilities which affect their commitment to work. Romeya 1992)in a story of a casual employment on the retail industry found out that casuals were often confused about their precise terms of contracts of employment, their work entitlement and obligations among other factors. Explanation given for the confusion was that a large proportion of casuals are young and inexperienced on employment procedures and that they are employees for whom casual employment is often the only form or option of employment.

The other problem associated with casual employment includes the fact that such jobs are often low and semi skilled and concentrated in particular industries are of poor quality and often involve working in irregular hours. Allan et all (2007) identified other factors that tend to affect commitment of casual employers to include low wage earning, job insecurity, reduced access to training and career advancement opportunities as well as legislation. According to Desler (2005), other factors include lack of recognition, benefits such as house allowance and retirement benefits.

It is against background that the purpose of this study is to investigate factors affecting commitment to work among casual employees of the three star hotels in Nairobi.

**Required [30 marks]**

1. The above is an extract of a problem statement of a research Study. Explain whether you find the title suitable or not
2. Describe the procedure for identifying a research problem and critique the statement using the salient features of a good problem statement.
3. Discuss the importance and features of a good research design and suggest the most suitable design for the above proposed research study.
4. Formulate any three possible research objectives, three research hypotheses and three research questions for the study and represent them in a clearly labeled schematic diagram

**QUESTION TWO**

1. Literature review is both a tool and foundation for research and in fact any research exercise begins with and ends with literature review because it forms the basis of good and testable research hypothesis. Elaborate on this statement using importance and source of literature reviews. **[12 marks]**
2. Why primary data is considered more appropriate compared to secondary data and what are essentials of a good questionnaire tool. **[8 marks]**

**QUESTION THREE**

1. Discuss the difference between quantitative and qualitative research and outline your understanding of pure and applied research. **[12 marks]**
2. Comment critically on the ethical issues in any research exercise **[8 marks]**

**QUESTION FOUR**

1. Sampling is essential in any research exercise. Justify this statement using the importance and characteristics of a good sample.
2. A branch manager of Comsoft Ltd has observed that the market share of one of its products, a computer software package is experiencing competition from companies providing similar products; you have been instructed to conduct a survey on the potential demands of the product. The company has approximately 20000 consumers in Nairobi of which 40% are corporate users 20% are institutions of learning 30% are small and micro-businesses and the rest are individual users.
3. Suggest the most suitable sampling technique for the study **[3 marks]**
4. Show how using the sampling technique you have suggested in (i) above you would obtain a final sample size is 30% of the population of 20,000 consumers. **[10 marks]**

**QUESTION FIVE**

1. Justify the need for and characteristics of a good research report. **[5 marks]**
2. Explain the contents of a research report **[15 marks]**