



**KIMATHI UNIVERSITY COLLEGE OF TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS 2011/2012**  
**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF**  
**BACHELOR OF COMMERCE/BACHELOR OF SCIENCE IN ENGINEERING**  
**HBC 2203/HRD 2114 – RESEARCH METHODOLOGY**

**DATE:** \_\_\_\_\_ **TIME: 2 HOURS**

**INSTRUCTIONS: Answer question ONE and any other TWO questions.**

**QUESTION ONE**

**Read the following hypothetical information answer the questions that follow**

Mlevi Ltd specializes in making various brands of beers and is located in Nyeri town. The firm has a total number of 280 employees distributed in its four major departments namely sales and marketing, production, accounts and transport. In the past four years the company has experienced a high labour turnover, a trend that has greatly worried the management of the company. The company's chief executive officer has commissioned you to conduct a research and write a full report on the issue so that measures can be taken immediately to save the company from eminent collapse.

- (a) Write a possible research topic for the proposed study (4 marks)
- (b) In one paragraph, formulate a statement of the problem (6 marks)
- (c) State five objectives that will guide the study (10 marks)
- (d) State five null hypotheses and five research questions that would guide the proposed study (5marks)
- (e) Describe how you will sample the population of the study (5 marks)

**QUESTION TWO**

- (a) Explain the following types of research
  - (i) Case study (2marks)
  - (ii) Causal research (2marks)
  - (iii) Historical studies (2marks)
- b) Using examples, distinguish between null and alternative hypotheses (4marks)
- c) Discuss five sources of literature when developing a research Proposal (10marks)

**QUESTION THREE**

- (a) Explain why it is importance to state the objectives of the study (6marks)

- (b) Distinguish between the limitations and the delimitations of the Study (4 marks)
- c) Explain four types of questions asked in a research proposal questionnaire (10marks)

**QUESTION FOUR**

- (a) What do you understand by the following terms (6 marks)
- (i) The population
  - (ii) The sample
  - (iii) Sampling frame
- (b) State five weaknesses of interview as a method of data collection (10 marks)
- (c) State four reasons for undertaking a pilot study (4 marks)

**QUESTION FIVE**

- a) Discuss the various research errors researchers may encounter in the process of undertaking a research project (10 marks)
- b) Discuss the likely ethical issues in a marketing research project (5 marks)
- c) Differentiate between external and internal h research design validity (5 marks)

**MARKING SCHEME**

Q 1 (a) **Study Topic**

A study of factors causing high labour turnover of Bongo Company Ltd(2 mks)

(b) **Statement of the problem**

Mlevi Breweries has been in operation since 1970 and over the years the Company has grown from strength to strength. However, for the last four years the firm has been experiencing high rates of labour turnover.

According to the company's report, in 2008 labour turnover was at 70%, in 2007 it was at 68%, in 2006 it was at 65% and in 2005 it was at 69% (Bongo times magazine, volume 26). In his speech during the 2008 annual general meeting (AGM), the company's CEO lamented that the number of employees leaving the firm was alarming but went on to assure the share holders that measures would soon be taken to solve the problem once and for all. Thus this study aims at finding out the causes of labour turnover being experienced by Bongo company ltd (3 marks)

(c) **Purpose of the study**

The purpose of the study is found out the causes of high labour turnover of Bongo Company Ltd in order to find solutions to the problem (2 marks)

d) **One dependent variable and five independent variables**

Dependent variable - high labour turnover (1 mark)

Independent variables - poor salaries,job insecurity,poor working conditions, poor interpersonal relations,unfavourable working hours, lack of welfare services,autocratic management style etc (4 marks)

e) **Objectives of the study**

-to find out whether high labour turnover is caused by poor pay

-to determine the relationship between high labour turnover and job security

-to establish whether there is a relationship between high labour turnover and working conditions

-to find out whether there is a relationship between high labour turnover and interpersonal relationships

-to determine the effect of unfavourable working hours and labour turnover

**Any 5 x 1= 5 marks**

**f) (i) Null hypotheses**

Ho1-there is no relationship between labour turnover and poor pay

Ho2-job insecurity is not the cause of high labour turnover

Ho3-there is no relationship between high labour turnover and poor working conditions

Ho4-high labour turnover is not caused by poor interpersonal relationships

Ho5-there is no relationship between high labour turnover and unfavourable working hours

**Any 5 x 0.5 = 2.5 marks**

**(ii) Research questions**

-is poor pay/salaries the cause of high labour turnover?

-does job insecurity cause high labour turnover?

-are the poor working conditions the cause of high labour turnover?

-do you think poor interpersonal relationships cause high labour turnover?

-is there any relationship between unfavourable working hours and high Labour turnover?

**Any 5 x 0.5 = 2.5 marks**

**g) Sampling method(s)**

The most appropriate sampling method for the study would be stratified sampling method. The basis of the stratification would be the four departments namely sales and marketing, production, accounts and transport. This will form the strata. If possible simple random sampling could be applied to get the samples in the strata that have big numbers of employees. The manager will be chosen purposively **(3 marks)**

**h) Data collection methods**

The data will be collected using a questionnaire and interview method because the objectives of the study warrants the use of the two instruments. Thus questionnaires will be distributed and the respondents will be given at least two days to fill them before recollection **(4 marks)**

**Q2 (a) (i) Case study**

This is the type of research whereby an investigator makes a detailed examination of a single subject or a group of subjects or a phenomenon within a single defined environment. The main methods of data collection include in-depth interviews and observation **(2 marks)**

**(ii) Causal research**

This is the kind of research that tries to investigate if an association or relationship between two variables is strong enough so that the observer can conclude that one (independent variable) causes the other (dependent variable) **(2 marks)**

**(iii) Historical studies**

This is research that aims at collecting data from the past especially if it was documented. It involves studying, understanding and experiencing past events.

Usually this study does not gather data by administering instruments to individuals, it uses data that already available **(2 marks)**

**(b) Distinction between null and Alternative hypotheses**

Null hypothesis is stating the relationship between two variables in a negative way. ie It states that there is no relationship or difference between two variables.

For example: there is no relationship between job satisfaction of employees and their level of education. **(2 marks)**

Alternative hypothesis is stating the relationship between two variables in a positive way. ie It states that there is relationship or difference between two variables.

For example: there is relationship between sales volume and presence of a customer care department. **(2 marks)**

(c) **Five sources of literature**

(1) **textbooks**

This is the most common source of literature in any research process. Textbooks cover a wide range of subject area and are considered credible because they undergone a thorough scrutiny.

(2) **The media**

Basically print media usually provide masses of materials that is used in research. It includes newspaper and magazines especially the ones that are credible.

(3) **The Journals**

Most journal are credible because they highlight on research findings in various academic disciplines and are therefore often used to source for information.

(4) **Government documents**

These are government generated documents and are credible source of research information. They may include policy papers. Master plans by various ministries, commission reports etc.

(5) **Conference papers**

All papers that are presented in conferences and seminars can be used to source relevant research information because they are usually research oriented. They also eventually get published in referred journal.

(6) **Grey literature**

This include sources that are not yet published but can however be used to source information. They include Completed dissertations, degree projects and masters' theses, lecture notes, minutes of the meetings and speech briefs

**Any 5 sources x 2marks = 10 marks**

**Q3 (a) Importance of stating objectives of the study**

- they help in the determination of literature of the study
- they guide in the formulation of the study's research questions / hypotheses
- they help during the formulation of conceptual framework of the study
- they help in designing the data collection instruments
- they help in the determination of data analysis procedures
- they enable the research to remain focused
- they form the basis of the interpretation of data and making conclusions

**Any 6 x 1= 6 marks**

**(b) Distinction between delimitations and limitations of the study**

Delimitations are the purposeful and conscious action taken by the researcher in Order to make the study manageable. Eg narrowing down the topical area, the Study population, geographical area etc **(2 marks)**

While limitation of the study are the difficulties or problems that the researcher Encounter when conducting a study and they are beyond control eg lack of funds, Poor communication, respondents' hostilities etc **(2 marks)**

(c) **Four types of Questions asked in the questionnaire**

(1) **Structured or Closed- ended questions**

These types of items refer to questions which are accompanied by a list of all possible alternatives from which respondents select the answer that best describes their situation. In many cases, it is impossible to exhaust all the categories since the researcher may not know all the possible answers. Therefore a category 'others' is included.

(2) **Unstructured or open ended questions**

This refers to questions which give the respondents complete freedom of response using their own words. Usually writing spaces are provided.

(3) **Contingency questions**

In particular cases certain questions are applicable to certain groups of respondents. In such cases follow up questions are needed to get further information from relevant sub-group only. These subsequent questions which are asked are called contingency questions or filter questions. Eg

Qsn 20. Have ever been interdicted? If No go to question 25

(4) **Matrix Questions**

This are questions which share the same set of response categories. They are common whenever scale eg likert type scale are used. The likert scale comprises of odd numbered item of between 5-7 response categories.

**4 x 2.5= 10 marks**

**Q4 (a) The population**

The population is a complete set of individuals cases or objects with some

Common observable characteristics **(2 mark)**

**The sample**

This is a subset of the population of the study or a representative group

Selected from the population**(2 mark)**

**Sampling frame**

This is a list of all the items within a population normally prepared when the researcher is selecting the people to included in the study**(2 mark)**

(b) **Five weaknesses of interview method**

-it is very expensive method especially when large and wide spread geographical sample is taken

-there could bias of the interviewer and the respondents

-certain types of the respondents eg executives may prove unapproachable making this method unsuitable

-the presence of the interviewer may over stimulate the respondents and give imaginary information

-it may be at times difficult to build rapport between the interviewer and the interviewee.

**5 x 2= 10marks**

(c) **Four reasons for pilot study**

-questions which are vague will be revealed in the sense that the respondents will interpret them differently. They will be rephrased to enhance the validity of the instruments.

-comments and suggestions made by the respondents during the pre-testing should be seriously considered and incorporated in order to improve the questionnaire.

-deficiencies in the questionnaire will be revealed by pretesting. Eg unclear directions, insufficient space to write the response, wrong numbering can be revealed and corrected and thus improve the questionnaire

-in pilot study researchers analyze the few questionnaires to see if the methods of analysis are appropriate.

**4 x 1= 4 marks**