



PAN AFRICA CHRISTIAN UNIVERSITY

(BACHELOR OF BUSINESS INFORMATION TECHNOLOGY)

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING & INFORMATION TECHNOLOGY

COURSE CODE: DICT0134 | BIT311 | BCIT311 | BCM304 | BUS2313

CAMPUS: ROYSAMBU

COURSE TITLE: RESEARCH METHODS

EXAM DATE:

TIME:

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other THREE questions in Section **B**.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A

(Answer ALL questions in this section)

QUESTION 1

Read the scenario below and answer the questions that follow:

We are often reminded that terrorism continues to cause suffering on people all over the world. Kenyans have suffered so much in the hands of terrorists. In 2014, the Nairobi blasts at Westgate mall drew chilling information to the shock of many individuals that indeed most parts of the country are not safe and secure. Several hand grenades have been thrown in markets and crowded places. In Garissa, more than 130 students and residents lost their lives while going on with normal university programmes. Al Shabab continues to cause havoc in Kenya, with blast rocking both in Nairobi and Mombasa. You have been commissioned by the association of Non Governmental Organisations in Kenya to do a research on terrorism impact. Kindly formulate the following as an extraction from your research report

- a) Formulate TWO objectives from the case. **(2 Marks)**
- b) Define the Scope of study for the case above. **(2 Marks)**
- c) Identify the dependent and independent variables explaining their relationship **(2 Marks)**
 - i.
- d) Formulate two possible hypotheses for the problem in the case above **(4 Marks)**
(one null and the other alternative directional)

SECTION B

(Answer any THREE (3) questions in this section)

QUESTION 2

XYZ Ltd has 500 employees. A study is commissioned to conduct their satisfaction level. A hypothesis was formed that there are two factors namely salary and environment that affect their levels of satisfaction.

- a) Describe a variable **(1 Mark)**
- b) Indicate in each case Independent and dependent variables in the study **(3 Marks)**
- c) Construct a hypothesis linking the two variables **(6 Marks)**

QUESTION 3

Psychologists are interested in helping people overcome their fears, anxieties and phobias. One way about finding out about these is to ask people to fill out a questionnaire. In this way they can write about their fears, anxieties and phobias and how they can overcome them without having to talk about them. Explain THREE advantages and THREE disadvantages of using a questionnaire in this study. **(6Marks)**

Discuss a strength and a weakness of using an interview instead of a questionnaire in this study. **(2 Marks)**

Describe why an unstructured interview has not been chosen to carry out this study. **(2 Marks)**

QUESTION 4



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PRAGMATICS

The pragmatics of conducive questions in academic discourse

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You are using the above document as one of your sources in your research, describe how it would appear on your reference list. **(4 Marks)**

A book was written by Olive M. Mugenda and Abel G. Mugenda with the title Research Methods-Quantitative and Qualitative approaches. The book was published by Acts Press in Nairobi, Kenya in year 2003. Using APA style write how this book would appear on the reference list. **(4 Marks)**

Explain the purpose of literature review in research.

(2 Marks)

QUESTION 5

Explain the most suitable sampling technique to use in the following situations and give reasons for your choice. **(8 Marks)**

- a) Describe TWO reasons why researchers will opt for sampling in research.
(2 Marks)

QUESTION 6

John was scheduled to carry out a research study in a cosmopolitan city in Kenya in the month of August 2022. Discuss FIVE ethical considerations he had to put in place as he did the study. (10 Marks)

End of Exam