ALUPE UNIVERSITY COLLEGE

...Bastion of Knowledge...

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

SECONDYEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF ARTS IN ECONOMICS

COURSE CODE:ECO 218

COURSE TITLE: RESEARCH METHODS

DATE: 20/12/2018   **TIME: 2.00-5.00 pm**

INSTRUCTION TO CANDIDATES

- **SEE INSIDE**

THIS PAPER CONSISTS OF 3 PRINTED PAGES   **PLEASE TURN OVER**

ECO 218: RESEARCH METHODS

STREAM:ECO

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

i.   *Answer Question **ONE** and any other **THREE** questions.*

ii. *Do not write on the question paper.*

Question One

Management Institute introduced an Executive development program. For the first three months, only 5% of the projected 20 students have enrolled. The management is concerned that few students have enrolled in the new program since launching. You have been appointed as the research assistant manager to be the lead researcher to unearth the reasons for the low enrolment. Your team members believe that many customers could be unaware of the benefits or misinformed about the new program might have influenced their attitudes.

a) Propose a good topic for this research   (**3 marks**)

b) To solve above problems what objectives will you set?   (**4 marks**)

c) Propose hypotheses for this study.   (**4 marks**)

d) Which research design is appropriate for this study?   (**4 marks**)

e) Define the target population for the study   (**2 marks**)

f) Will you sample the population? If so which sampling design will you use? Justify.

(**4 marks**)

g) Propose analysis techniques you will use to test the proposed hypotheses. Justify.

(**4 marks**)

Question Two

(a)   Explain importance of research   (**6 marks**)

(b)   Discuss the various sources of literature in research   (**9 marks**)

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Question Three

    a) What is target population? Explain the guiding principles in selection of target population and sample size. **(7 marks)**

    b) Discuss the importance of research design in   research. **(8 marks)**

Question Four

    a) Discuss the factors to be considered in choice of sampling design. **(9 marks)**

    b) Data can either primary or secondary; under what circumstance is primary data deemed more appropriate than secondary. **(6 marks)**

Question Five

    a) Discuss various measurement scales and implication for analysis. **(6 marks)**

    b) Discuss the Issues in management research regarding to **(9 marks)**

            (i)   Participants

            (ii)   Research team

            (iii)   Instrument and data

Question Six

    a) What are the hallmarks of scientificresearch? **(6 marks)**

    b) Discuss the role of technology in research in as far as data collection and analysis is concerned. **(9 marks)**

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