

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS**

UNIT CODE: HCOB 2403

UNIT TITLE: RESEARCH METHODOLOGY

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Fourth year student in the department of Co-operatives and Agribusiness Development have been tasked with writing a research proposal before conducting research. Briefly explain the key highlight in preliminary pages and the three key chapters (12 marks)
- (b) What is Survey research? Explain the tools used to collect data under survey (6 marks)
- (c) Explain the terms quantitative and qualitative research approaches (6 marks)
- (d) Briefly explain the terms by citing examples
- i. Categorical data (2 marks)
 - ii. Dichotomus variable (2 marks)
 - iii. Discrete and continuous data (2 marks)

QUESTION TWO

- (a) Discuss the meaning of the term “research problem” (6 marks)
- (b) Explain SEVEN qualities of an effective research problem (14 marks)

QUESTION THREE

- (a) Justify the fact an hypothesis is important in research (10 marks)
- (b) Explain the THREE main guideline used while writing a research project (10 marks)

QUESTION FOUR

- (a) Differentiate between validity and reliability of a research instrument in research (8 marks)
- (b) What are some of the methods used to test reliability (12 marks)

QUESTION FIVE

- (a) In every research carried out successfully, literature review must be carried out. Explain the statement (10 marks)
- (b) What are the types of non probability sampling techniques (10 marks)