



STRATHMORE UNIVERSITY BUSINESS SCHOOL
BACHELOR OF FINANCIAL SERVICES
BFS 3203: RESEARCH METHODS
END OF SEMESTER EXAMINATION

DATE: 5th December 2023

TIME: 13:00-15:00

Instructions: Answer *Question 1* and any other 3 questions (70 marks)

Question 1

(25 Marks)

- a) Identifying any 4 suitable sources of research ideas. **(4 marks)**
- b) Research is done more conveniently with a manageable sample, because of various advantages. Briefly describe any 3 reasons why sampling is important. **(3 marks)**
- c) Research quality can be determined by the validity of the research instruments. This validity is of different forms. Differentiate the following forms of validity:
 - i) Content Validity and criterion validity **(2 marks)**
 - ii) Construct Validity and face validity **(2 marks)**
- d) It is important to have some knowledge of the measurement scales. Describe the four measurement scales that may be used to develop data collection instruments in Business research. **(8 marks)**
- e) Explain any three merits for using the interview method to collect qualitative data. **(6 marks)**

Question 2

(15 marks)

- a) Identify any 3 suitable types of study variables that can be used in a causal comparative study in Financial Services research. **(3 marks)**
- b) Discuss any 4 ethical considerations that a researcher must remember in a business research project. **(4 marks)**

c) A group of researchers has been hired by the government to do a certain research based on hypotheses as stated below.

H₀: Policy and regulations do not affect sustainability of financing of TVET in Kenya.

H_a: Policy and regulations affect sustainability of financing of TVET in Kenya.

H₀: Resource diversity does not affect sustainability of financing of TVET in Kenya.

H_a: Resource diversity affects sustainability of financing of TVET in Kenya.

H₀: Employability of graduates does not affect sustainability of financing of TVET in Kenya.

H_a: Employability of graduates affects sustainability of financing of TVET in Kenya.

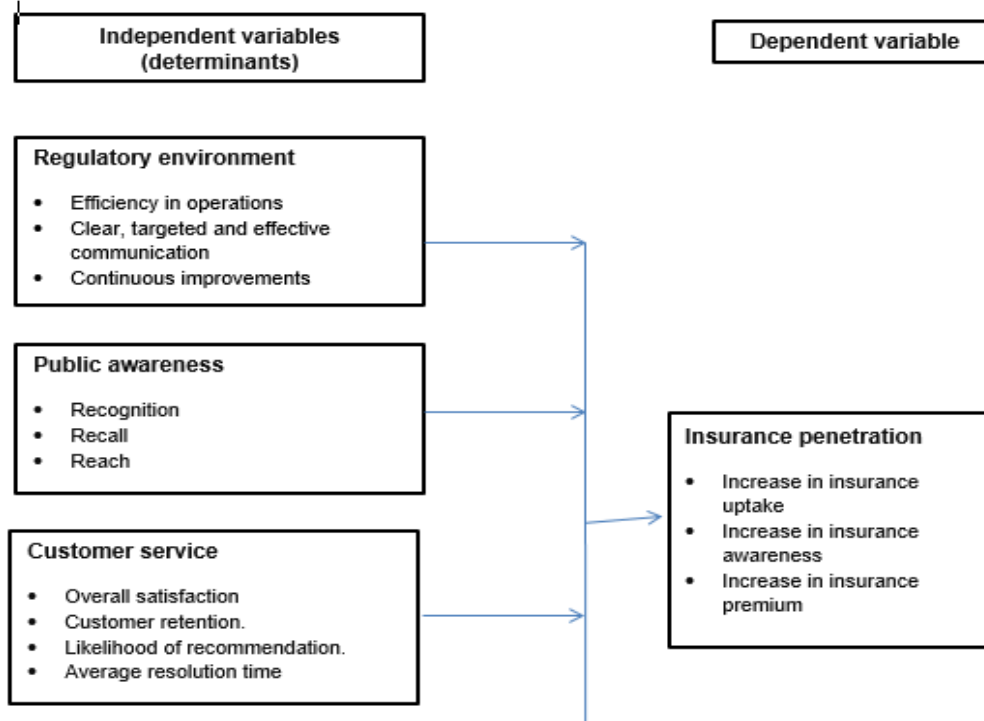
Expected: Use the three pairs of hypotheses to answer the questions that follow:

- i) State the most suitable research title for the study **(2 marks)**
- ii) Briefly draft a possible problem statement to this research **(3 marks)**
- iii) Propose three possible research objectives for this study **(3 marks)**

Question 3 (15 marks)

- a) Describe any three main components of the literature review chapter. **(6 marks)**
- b) Describe the importance of reviewing related literature for a research project. **(3 marks)**

c) The diagram below is an excerpt of a conceptual frame from a research project entitled: *Factors affecting insurance penetration in Kenya - An insurance agents' view.*



Using the variables in the conceptual framework, write any 4 possible questionnaire items on a 5-point Likert scale for investigating Customer service. **(6 marks)**

Question 4**(15 marks)**

- a) Researchers are encouraged to avoid asking questions in a monotonous style. Therefore, a variety of questions should be incorporated in the questionnaire. Explain three types of questions you may use in a questionnaire. **(3marks)**
- b) In the process of doing research, there are various methods of data collection, of which observation is one. Briefly explain two types of observational research. **(2 marks)**
- c) Social science research occurs in two paradigms, thus qualitative research, and quantitative research. Describe how you can differentiate between the two paradigms. **(4 marks)**
- d) State the three types of reliability for a research instrument. **(3 marks)**
- e) A research student is interested in a sample of 134 students to participate in a study on *third year student financial management habits*. What would be the target population for such a study? {show your working assuming significance level is 0.05} **(3 marks)**

Question 5**(15 marks)**

- a) Before submitting your proposal for assessment, it is important to carry out a self-evaluation to ensure that you have addressed all the important aspects. State the criteria you would use to assess your proposal. **(6 marks)**
- b) Briefly describe any three roles of discussion of research findings in your final research project. **(3 marks)**
- c) Define the following terms as used during data analysis for financial services research.
- i) Inferential analysis **(2 marks)**
 - ii) Descriptive analysis **(2 marks)**
 - iii) Thematic analysis **(2 marks)**

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