



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
BACHELOR OF COMMERCE HONOURS DEGREE IN
ACCOUNTING
RESEARCH METHODS

HACC 221

PART 2 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Explain with a diagram the different steps of a research process. (25)
2. Explain 5 advantages and 5 disadvantages of using focus groups as a research method. (25)
- 3a. Citing relevant examples, discuss Internal and External source of Secondary data. (15)
 - b) Explain 5 merits and 5 demerits of using a questionnaire as an instrument of data collection. (10)
4. Explain the 3 types of most widely accepted experimental research designs. (25)
5. a) Discuss the pros and cons of mixed research method. (7)
 - b) Explain the following as they relate to research
 - i) parallel convergence (6)
 - ii) Exploratory sequential (6)
 - iii) explanatory sequential (6)
6. Examine 5 data collection tools that can be used by a business researcher. (25)

END OF PAPER