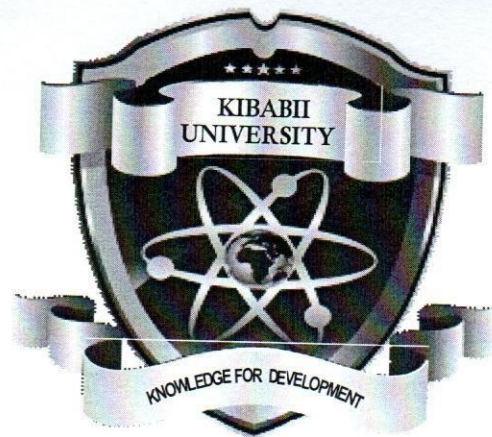# KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

MAIN EXAMINATION

2020/2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 321

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 04/10/2021   **TIME: 2.00 – 4.00PM**

INSTRUCTIONS TO CANDIDATES

1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
2) Candidates must hand in their answer booklets to the invigilator while in the examination room
3) Credit is given for legibility, clarity and use of relevant examples
4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
5) Clearly write your **Registration Number** on each answer sheet used

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TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

Sarah Chesire is a MBA student at Kibabii University. She wishes to carry out research on "Effect of capital structure decisions on profitability of firms listed at Nairobi Security Exchange, Kenya." She is required to state her research problem. A problem is a felt need, a question thrown forward for a solution, a deviation from what is known and what is desired to be known, a research problem can also be looked as an opportunity

a) Discuss five essential features of a good research problem that should guide Sarah in making a statement of the problem **(10mks)**

b) Explain five reasons why it would be necessary for Sarah to have a body of literature review for her study **(10mks)**

c) Explain why it is necessary and important for Sarah to carry out data analysis for her study **(10mks)**

QUESTIONS : SECTION B

QUESTION TWO

The main purpose of any research is to ensure the study will be relevant to the problem and will use economical procedures. Research designs can be classified based on various ways.

(a) Explain the various ways on which research designs are classified **(08mks)**

(b) Describe the various steps which are used in designing a questionnaire **(7mks)**

QUESTION THREE

Sir Michael Daystar is a second year student at Kibabii University who wishes to carry out sampling for his study. He approaches you for advise on sampling.

a) You are required to explain to him the circumstances under which each of the following would be recommended:

   i.   A probability sample?
   ii. A non-probability sample?
   iii. A stratified sample?
   iv. A cluster sample?
   v.   Double sampling/Multi stage cluster sampling? **(10mks)**

b) Briefly explain five ways on how you will differentiate between descriptive statistics and inferential statistics? **(5mks)**

QUESTION FOUR

a) Define ethics and explain the importance of ethics in business research with suitable examples **(5mks)**

b) Describe the general format of research report and mention its specific category of each major section of report.
   (15mks)

QUESTION FIVE

a) Discuss any three methods of primary data collection highlighting their key advantage **(5mks)** **(10mks)**

b) Explain the nature and functions of a hypothesis in a research