

# KIBABII UNIVERSITY

180



## UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER  
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCB 316**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**DATE: 14/12/2020**

**TIME: 2.00PM-4.00PM**

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### INSTRUCTION TO CANDIDATES

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### QUESTION ONE

- a) Describe five characteristics of a good research in Kenya (10 marks)
- b) Outline five components of a good research report (10 marks)
- c) Kenya has been undergoing fast growth both in its population and the economy. Considering this growth, explain how research can be made relevant in Kenya (10 marks)

### QUESTION TWO

- a) Explain the difference between Primary Data and Secondary Data (5 marks)
- b) Explain any five factors stimulating interest in research methods today (15 marks)

### QUESTION THREE

Define the following terms:

- i. Research (4marks)
- ii. Research Proposal (4marks)
- iii. Research Report (4marks)
- iv. Validity (4marks)
- v. Reliability (4marks)

### QUESTION FOUR

- a) Research process is very systematic. Explain the research process (5marks)
- b) With the help of diagrams, give the difference between *Deductive Reasoning Process* and *Inductive Reasoning Process* in research (15 marks)

### QUESTION FIVE

- a) In business, research is usually primarily conducted to resolve problematic issues in, or interrelated among, the areas of accounting, finance, management, and marketing. Outline five issues/areas that could be of interest to you in the current business Research (10marks)
- b) Explain the meaning of the terms: Theoretical Literature Review and Empirical Literature Review. (10marks)