

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATIONS
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: 28/09/2021

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: (30 MARKS)**CASE STUDY**

You work for the alumni association of Kibabii University. The University is eager to develop closer ties with its aging alumni, to provide strong stimuli to encourage increased donations, and to induce older students to return to the university to supplement enrollment. The Vice Chancellor's office is considering starting a retirement community geared towards university alumni.

Required:

- a. Develop a brief working business research proposal format to the Vice Chancellor Kibabii University expressing your interest (10 marks)
- b.
 - i. Formulate two objectives and two research questions for your research proposal (8 marks)
 - ii. Describe the significance of your business research proposal (2 marks)
- c. If you select interview as your data collection tool, explain the characteristics of a good interviewer (10 marks)

QUESTION TWO

- a. Differentiate between Basic and Applied Research (10 marks)
- b. Explain the type of errors that research design attempts to minimize? (10 marks)

QUESTION THREE

- a. What are the criteria for a good research design? (10 marks)
- b. Discuss the importance of literature review in Business Research (10 marks)

QUESTION FOUR

- a. Distinguish between structured and unstructured questionnaires (10 marks)
- b. Describe the criteria for evaluating a measurement tool (10 marks)

QUESTION FIVE

- a. Discuss the methods used to assess reliability outlining clearly the strength and weakness of each approach (10 marks)
- b. Explain what is "sampling frame"? And why this concept is important (10 marks)