KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARYEXAMINATIONS

2017/2018 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCB 316

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 22/10/2019   **TIME: 8.00 – 10.00AM**

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE (COMPULSORY)

a). In an effort to evaluate your understanding and skills in research methods, you are tasked with a simple assignment of identifying a research topic and providing appropriate methodology that would suffice it. Summarize your write-up as guided below:

i. Develop a research topic and Provide any two objective from the topic **(6 marks)**
ii. Which research design would you adopt? Why? **(2 marks)**
iii. Who or what will form your population study? Why? **(2 marks)**
iv. Briefly describe the context of your study. **(3 marks)**
v. Which sampling method would you use? Why? **(2 marks)**
vi. How would you collect your data? **(2 marks)**
vii. Why and how would you test reliability and `validity? **(3 marks)**
viii. How would you analyze your data? **(2 marks)**

b). Researchable problem conceptualization is said to be a derivative of broad exposure to related knowledge areas. Explain what is meant by a 'researchable problem' and how it can be initiated **(8 Marks)**

QUESTION TWO

(a) Differentiate between stratified and cluster sampling strategies. **[6 marks]**

(b) Explain the distinction between qualitative and quantitative data, and highlight the circumstances under which each of them can be employed in research. **[14marks]**

QUESTION THREE

(a) Explain the concepts of validity and reliability of research instruments as used in research. **[8 marks]**

(b) Why is observation considered an important research instrument for conducting behavioral studies? **[12 marks]**

QUESTION FOUR

(a) Explain the characteristics of a good questionnaire. Why is it necessary to have it with mainly closed ended questions? **[12 marks]**

(b) Why is literature review considered fundamental for any research to succeed? **[8 marks]**

QUESTION FIVE

a) Research design can be thought of as the structure of research. It is the "glue" that holds all of the elements in a research project together. Identify and explain any four types of research designs. **(10 marks)**

b). The proportion of a target population (greater than 10,000) with a certain characteristic is .50, the z – statistic is 1.96, and we desire accuracy at .05 level. Establish the sample size, **(5 mks)**

c) With an estimate population size (N) of 5000 being less than 10, 000, calculate the final sample estimate **(5 mks)**