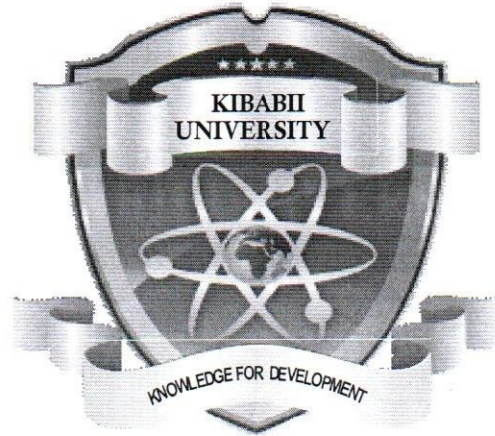


# KIBABII UNIVERSITY

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## UNIVERSITY MAIN EXAMINATIONS

**2017/2018 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER  
FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCB 316**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**DATE: 18/01/2018**

**TIME: 2 – 4PM**

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### **INSTRUCTIONS TO CANDIDATES**

Answer **All** questions in Section A and Any other **TWO (2)** Questions from **section B**

## SECTION A

### QUESTION ONE

- a. Research design is a glue that holds the content of the research together. Outline and discuss the various types of research design (10 mks)
- b. Differentiate between sampling unit and unit of analysis and briefly explain the need and how a conceptual framework is developed (10mks)
- c. Explain the reasons as to why researchers use stratified sampling over simple random sampling (5mks)
- d. Define abstract and explain its functions (5mks)

## SECTION B:

### QUESTION TWO

- a. What information should be included in a research Project? (10 mks)
- b. Many students encounter various challenges in the entire process of writing a comprehensive research project. What major problems do you personally have with writing good projects? What can you do about these problems? (10 mks)

### QUESTION THREE

Mwembe Tayari is a village Polytechnique within the Coastal Region. The administration is concerned with low enrolment in the Institution. Preliminary investigation attributed the low enrolment to factors: poor exam results, fee increments, exodus of teachers and corporal punishment being administered on students.

- (i) Identify and clearly state the research problem in this situation. (4 Marks)
- (ii) List the variables in this context and label them as dependent or independent. (4 marks)
- (iii) Write three null hypotheses and three alternative non-directional hypotheses for this study. (6 Marks)
- (iv) Briefly describe the main steps that a researcher would follow in conducting a study based on the described situation above. (6Marks)

### QUESTION FOUR

- a). "Researchers usually treat the research study as a sequential process" Discuss the foregoing statement (16marks)
- b). Research can be undertaken for different purposes, Give researchers justification of the background of the study (4 mks)