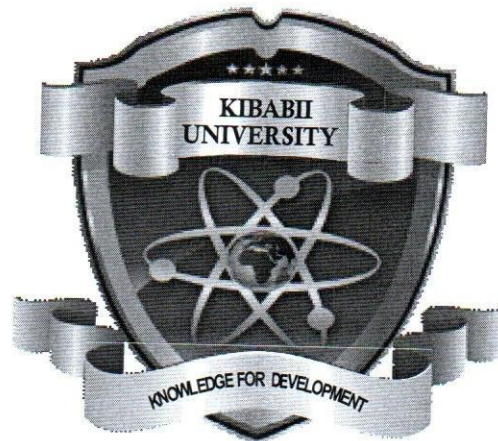


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
COURSE CODE: BCO 321
COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 24/05/2022

TIME: 9.00AM – 11.00AM

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. Define term research and explain the key characteristics of research [10 Marks]
- b. Elaborate the steps of research process [10 Marks]
- c. Explain the points that should be taken into consideration by a researcher in developing a sample design for his research project. [5 Marks]
- d. Explain why it is important for researchers to carry out data analysis for their study [5 Marks]

QUESTION TWO

- a. Describe the criteria for selecting of a research problem. [10 Marks]
- b. Explain the reasons why probability sampling is generally preferred in comparison to non-probability sampling [10 Marks]

QUESTION THREE

- a. Differentiate between descriptive statistical analysis and inferential statistical analysis [10 Marks]
- b. Indicate the general format of research report and mention its specific category of each major section of report. [10 Marks]

QUESTION FOUR

- a. Describe the sequence followed in pieces of work on a reference list:
 - i. Regarding the single-volume reference
 - ii. Regarding multivolume reference
 - iii. Regarding works arranged alphabetically
 - iv. Regarding periodicals reference
 - v. Regarding second-hand quotations reference [10 Marks]

b. Explain the meaning of the following terms as used in business research

i. Construct

ii. Definition

iii. Proposition

iv. Hypothesis

v. Theory

[10 Marks]

QUESTION FIVE

a. "Research is much concerned with proper fact finding, analysis and evaluation." Discuss.

[10 Marks]

b. The use of questionnaire in collecting data is so popular. Explain the reasons that account for the common use of questionnaires as a data collection instrument.

[10 Marks]