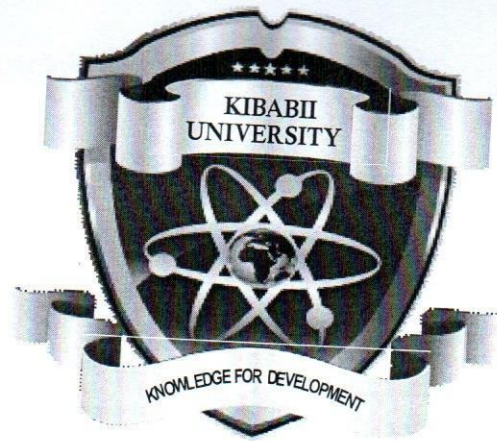


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS SPECIAL/SUPPLEMENTARY EXAMINATION

2021/2022 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 321

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 21/07/2022

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
- 6) This paper consists of **three** printed pages

**TIME: 2 Hours**

**KIBU** observes **ZERO** tolerance to examination cheating

## QUESTIONS : SECTION A

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### QUESTION ONE

- a. Define ethics and explain the importance of ethics in business research with suitable examples. **(10mks)**
- b. Explain the nature and functions of a hypothesis in a research process. **(10mks)**
- c. Differentiate between questionnaire and schedule. Indicate problems in which these tools are required. **(10mks)**

## QUESTIONS : SECTION B

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### QUESTION TWO

- a. Discuss in detail the procedure of hypothesis testing with examples of one and two tailed test. **(10mks)**
- b. Explain the limitations of using questionnaires as data collection instruments. **(10mks)**

### QUESTION THREE

- a. Explain the importance of business research in managerial decision making. **(10mks)**
- b. Discuss the importance of carrying out data analysis in research. **(10mks)**

### QUESTION FOUR

- a. Observation is a technique that involves systematically selecting, watching, listening, reading, touching, and recording behaviour and characteristics of living beings, objects, or phenomena. Explain the merits inherent in observation method **(10mks)**
- b. Appreciate the importance of data analysis in research. **(10mks)**

### QUESTION FIVE

- a. Discuss the main significance of literature review **(10mks)**
- b. Explain the functions of a hypothesis in a research **(10mks)**