KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

MAIN EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 321

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 06/08/2021　　　　　　　**TIME: 9.00AM-11.00AM**

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

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QUESTION 1: (30 MARKS)   CASE STUDY

A researcher is interested in how university students in Kibabii University create and maintain their social hierarchy through their daily patterns of interaction: for example, how they reinforce, demonstrate, and/or challenge notions of popularity in their university and social cliques. As a newly graduated student, the researcher has hired you to assist him in identifying the problem that requires investigation that is connected to the students at Kibabii University.

Required:

a i. Formulate the research topic from the above identified problem and explain the variables (5 marks)

  ii. Explain the primary purposes of the research topic identified in (i) (5 marks)

b i. The researcher needs you to classify the research topic in (i) and briefly describe how it is applied as a phenomenon of interest? (5 marks)

  ii. Describe the steps in research problem formulation process (5 marks)

c i. Select an appropriate research design that can be applied to investigate the above stated problem, giving reasons for your choice (5 marks)

  ii. If the identified research topic is appropriate for focus group discussion, explain how you would organize such a group (5 marks)

Q2 a. Describe secondary data? What are their advantages and limitations? (10 marks)

    b. Explain the type of errors that research design attempts to minimize? (10 marks)

Q3 a. Identify and discuss FIVE types of threats to reliability and validity and explain how they can be reduced (10 marks)

    b. Discuss the importance of literature review in Business Research (10 marks)

Q4 a. Describe FIVE steps involved in the sampling procedure (10 marks)

    b. Discuss the basic components of Business Research proposal (10 marks)

Q5 a. Discuss the four levels of measurements used in data analysis. Giving example of each; what are the advantages of each type? (10 marks)

b. Explain why a sample survey is preferred to a census survey? (10 marks)