



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

MAIN EXAM

FOR THE BACHELOR DEGREE IN COMMERCE

COURSE CODE: BBM 326

COURSE TITLE: RESEARCH METHODS

DATE: 19/04/2023

TIME: 2:00-4:00 PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question One in Section A and Any other TWO (2) Questions in Section B
2. Question **one** carries **30**marks and each of the other two questions carry **20** marks each.

TIME: 2 Hours

Question one

In the recent past, Unilever Co. which manufactures Mr. Omo is not doing very well in the market but previously he was known to be the market leader of detergents with the slogan (OMO WITH POWERFORM WHICH REMOVES STUBBORN STAINS) Later on Mr. Aerial took the position of satisfying customers than Mr. Omo also with its slogan (KUFUA NI MWOSHO MMJO TU) Assume you're a junior researcher who has been confirmed by the company to rescue it from that situation, then answer the following questions

- a) Develop a relevant research topic from the above information by clearly identifying independent and dependent variables (10 Marks)
- b) Evaluate any two research data collection techniques that you will use during the process (10 Marks)
- c) You've been invited by the CEO of the organization for a research brainstorming session and one of the items in the discussion is the types of research that can be utilized. Discuss using two appropriate examples (10Marks)

Question two

- a) Reliability and validity are common terms in research, to what extent can they be improved to realize expected results during the research process. (10Marks)
- b) The society can't do without Research as an important aspect in its survival. Write short notes with five applicable examples to support your answers (10Marks)

Question three

- a) Research is a continuous process, determine any **TWO** reasons to make this statement a reality (10 Marks)
- b) Systematic approach is key in the research process, examine clearly the initial five levels followed (10 Marks)

Question four

- a) Illustrate any five roles of research to the social development of a given country (10 Marks)
- b) In research, the proposal comes first then the real project how can this be justified (10Marks)

Question five

- a) What are the five major problems that researchers face during their operations? (10Marks)
- b) Identify and discuss two scenarios /environments/context where research is carried out (10Marks)