



*(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: BCO 321**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**DATE: 09/08/2023**

**TIME: 8:00AM-10:00AM**

**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

KIBU observes ZERO tolerance to examination cheating

### Question one

For the past two and half years oloibonLtd,a company which deals with (FMGs) is not performing as expected. Initially it was not the case, in fact it was being quoted to be one of the best in the market and even allotted shares with attractive rates.On the other hand the competitor organization PINO ENTERPRISES took the position of satisfying customers than it. As a researcher give recommendations for implementation to rescue it from that situation. In reference to the above, answer the following questions

- a) Develop a relevant research topic by clearly aligning independent and dependent variables (10 Marks)
- b) Determine any two research data collection techniques that may be utilized during the process (10 Marks)
- c) You've been invited by the research and development manager of a local organization for a research brainstorming session and one of the items in the discussion is the types of research that can be employed Discuss using two appropriate examples (10Marks)

### Question two

- a) To confirm the density of a research, Reliability and validity are un-exceptional, to what extent can they be improved to realize accurate results during the research process. (10Marks)
- b) Research is fundamental tool for use in the society Write short notes with five applicable examples to support your answers (10Marks)

### Question three

- a) Research is not static but motional all the time, explain any five reasons to make this statement true (10 Marks)
- b) Order of events and activities is key in the research process, examine clearly the initial five levels that researchers follow (10 Marks)

**Question four**

- a) Research has its roles in the society, in your opinion, do you think it is true? If any, explain five of them. (10 Marks)
- b) Research proposal comes first then the real project follows how can this be justified (10 Marks)

**Question five**

- a) Research is never complete without respective challenges, elaborate on five major one faced. (10Marks)
- b) Research is carried out in a place, Identify and discuss two environments where it takes place (10Marks)