

**Mount Kenya**



**University**

**UNIVERSITY EXAMINATION 2014/2015**

**SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF MANAGEMENT**

**BACHELOR OF COMMERCE/BACHELOR OF BUSINESS MANAGEMENT  
VIRTUAL CAMPUS**

**UNIT CODE: BBCU001**

**UNIT TITLE: RESEARCH METHODS**

**DATE: APRIL-MAY 2015**

**MAIN EXAM**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

- Answer question one (Compulsory) and any other two questions.

**QUESTION ONE (30 MARKS)**

- a) (i) Define term research. (1 Marks)
- (ii) Briefly explain any five reasons why business marketing managers need to know about research. (10 Marks)
- b) Citing examples from business world briefly describe the following research designs;
- (i) Basic Research. (2 Marks)
- (ii) Applied Research. (2 Marks)
- (iii) Action Research. (2 Marks)
- c) (i) Outline any three essential components of a research proposal. (5 Marks)

- (ii) Explain the following terms as used in business research methods;
- (i) Sample. (1 Mark)
  - (ii) Population. (1 Mark)
  - (iii) Validity. (1 Mark)
  - (iv) Census. (1 Mark)
- d) Distinguish between;
- (i) Case study. (2 Marks)
  - (ii) Content analysis. (2 Marks)

### **QUESTION TWO (20 MARKS)**

- a) Discuss what you understand by science and the scientific method of investigation explaining all steps involved. (10 Marks)
- b) Explain the major steps in sampling design procedure. (10 Marks)

### **QUESTION THREE (20 MARKS)**

- a) The heart of every research project is the problem. With equipped knowledge about your topic of interest, discuss strategies that you would take to find a research problem. (10 Marks)
- b) Distinguish between;
  - (i) Open-ended and close ended questions.
  - (ii) Stratified sampling and cluster sampling. (10 Marks)

### **QUESTION FOUR (20 MARKS)**

Literatures review is an important organ of research proposal. Discuss the importance of literature in review. (20 Marks)