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. (10 Marks)
(ii) Stratified sampling and cluster sampling.

QUESTION FOUR (20 MARKS)

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