Mount Kenya University

UNIVERSITY EXAMINATION 2014/2015

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

BBM / BCOM / BDS / BBIT

EVENING

UNIT CODE: SBCU001   UNIT TITLE: BUSINESS RESEARCH METHODS

DATE: DECEMBER 2014   MAIN EXAM   TIME: 2 HOURS

INSTRUCTIONS:
- ✓ *ATTEMPT QUESTION ONE (COMPULSORY) AND ANY OTHER TWO OTHER QUESTIONS.*

QUESTION ONE

a) Briefly outline three methods used in data analysis.   (3mks)

b) Define the term research as given by Drew (1890)   (2mks)

c) A research proposal attempts to answer a number of questions. Enumerate them.   (8mks)

d) Write short notes on:
   (i) Specific objectives   (3mks)
   (ii) Limitations   (2mks)
   (iii) Statement of the problem   (2mks)

e) What do you understand by the following:
   i.   Target population   (2mks)
   ii. Sample population   (2mks)
   iii. Drias in data collection instrument   (2mks)
   iv. Validity   (2mks)
   v.   Reliability   (2mks)

QUESTION TWO

a) Compare and contrast basic research and active research. (10mks)

b) "Literature review is an important consideration in any academic piece of work". Validate this statement. (10mks)

QUESTION THREE

(a) What do you understand by the term research ideas (4mks)

(b) Discuss at least five examples of research ideas. (10mks)

(c) Distinguish between snowball sampling and quota sampling (6mks)

QUESTION FOUR

i. There are two major types of research hypothesis with examples discuss and differentiate between:
   a) The null hypothesis
   b) Alternative hypothesis (10mks)

ii. Give two reasons why a questionnaire should be pre-tested. (2mks)

iii. Using a topic of your choice, draft a sample questionnaire. (8mks)

QUESTION FIVE

a. Discuss at least three characteristics of research. (9mks)

b. Elaborate the role of research in the society. (11mks)