



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS**  
**UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS**  
**ADMIMISTRATION**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**  
**KISII CAMPUS-PART TIME**

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**COURSE CODE: BBM 2212**

**COURSE TITLE: RESEARCH METHODS**

**EXAM VENUE: LR 18**

**STREAM: (DBM)**

**DATE: 15/12/16**

**EXAM SESSION: 2.00 – 3.30PM**

**TIME: 1 ½ HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

### Question one

- a) After experiencing high labor turnover in the Coca-Cola company the directors decided to study the problem in the light of the following:
- Criteria for recruitment
  - Work for recruitment and remuneration
  - Morale of workers
- i. Formulate the statement of the problem
  - ii. Formulate the objectives of the proposed study
  - iii. Formulate the research question
  - iv. Identify and explain the following variables in the independent of the study
  - v. Generate the conceptual framework (20mrks)
- b) Discuss the primary and secondary data collection instruments(10mrks)

### Question two

- a) Sampling design has been said to be one of the approaches employed in research, briefly distinguish among the various methods of sampling commonly used in business research(12mrks)
- b) Explain characteristics of a good research(8mrks)

### Question three

- a) While conducting a good research there are several ethical issues that ought to be observed in various stages, briefly describe these issues citing an example in each case(12mrks)
- b) Explain the characteristics of a good hypothesis(8mrks)

### Question four

- a) Literature review is an important undertaking during research
- i. Briefly explain the purpose of literature review in pure research(8mrks)
  - ii. When reviewing literature briefly highlight the various considerations.(4mrks)
- b) Explain the benefits and limitations of interview in research(8mrks)

### Question five

- a) "Research is much concerned with proper fact finding analysis and evaluation" Do you agree with the statement? Give reasons for your answer.(10mrks)
- b) Research is undertaken through a number of steps that are usually related. Discuss the purpose of undertaking a research.(10mrks)