



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**3<sup>ST</sup>YEAR 1<sup>ST</sup>SEMESTER, AUGUST-DECEMBER, 2018 ACADEMIC YEAR**  
**KISII CAMPUS-PART TIME**

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**COURSE CODE: ABA 316**

**COURSE TITLE: RESEARCH METHODS IN BUSINESS**

**EXAM VENUE:** **STREAM: (BBA)**

**DATE:** **EXAM SESSION:**

**TIME: 2 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) Explain the following concepts:

(i) Qualitative and quantitative research. (4 Marks)

(ii) Case studies (2 Marks)

(b) Describe any **FOUR** characteristics of a good hypothesis. (4 Marks)

(c) Distinguish the various types of probability sampling procedures giving illustrative examples of each. (20 Marks)

### **QUESTION TWO**

(a) Explain techniques used to analyze qualitative data. (8 Marks)

(b) Compare the advantages and disadvantages of parametric and non-parametric tests. (12 Marks)

### **QUESTION THREE**

(a) Explain the significant role played by time series analysis in business decision making. (10 Marks)

(b) Explain the various data processing operations conducted by the researcher before drawing statistical inferences. (10 Marks)

### **QUESTION FOUR**

Compare and contrast any **TWO** data collection instruments appropriate for given data types.

(20 Marks)

### **QUESTION FIVE**

Describe any **FOUR** research designs used to solve research problems and explain their weaknesses and strengths. (20 Marks)