



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACHELOR OF LOGISTICS AND SUPPLY**  
**CHAIN MANAGEMENT (BLSCM) AND BACHELOR OF BUSINESS**  
**ADMINISTRATION (With IT)**  
**THIRD YEAR SEMESTER TWO**  
**MAIN CAMPUS (EVENING)**

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**COURSE CODE: ABA 316**

**COURSE TITLE: RESEARCH METHOD IN BUSINESS**

**EXAM VENUE:**

**STREAM: EVERNING**

**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.**

**Attempt question ONE (COMPULSORY) and any other TWO questions.**

**Question one carries 30 marks and the rest of the question carries 20 marks each**

**QUESTION ONE (COMPULSORY)**

**Read the case study below and answer the question (I) that follows.**

The Jua kali sector plays an important role in the Industrialization process and generation of employment opportunities in Kenya. The sector has the capacity to mobilize investment and produce affordable goods and services to the ever increasing population.

In spite of the great potential that this sector possesses, little attention has been drawn towards it. The growth and performance of the sector has been greatly affected by various factors among them harassment and destruction of their business premises by the County Government of Kisumu askaris, unavailability of affordable credit, insecurity, competition in the market, increased cost of raw materials used in the production process among others.

In response to the increased demand and pressure from the public towards the Government to meet its pre-election pledges, the Ministry of Industrialization has directed you as a lead researcher to conduct a research aimed at revamping the sector.

I) In connection to the case study above;

(a) Formulate an appropriate title for the research. (2mks)

(b) Design suitable objectives that would be appropriate for the study. (4mks)

(c) Identify eight research questions that the questionnaire for the study would include. (8mks)

(d) Draw a schematic diagram of a conceptual framework that the research will adopt as it seeks to address the outlined objectives in I (b) above. (6mks)

II) List and explain the steps entailed in a research (10mks)

## **QUESTION TWO**

- a) Choosing a research topic is dependent on the researchers' interest and problem, discuss. (7mks)
- b) Itemize obstacles to successful application of scientific technique in social research. (6mks)
- c) Problem in research is the centre of attention of every research, and efforts are directed towards it. In every research, there must always be a gap to be filled which is the problem itself, this must be known to justify the reason for the study. In line with this statement, briefly discuss the sources of problems in research. (7mks)

## **QUESTION THREE**

- a) A researcher interviewed a set of health-workers on a study related to exchange rate fluctuation in Kenya, and the outcome is not in agreement with reality. This variation is as a result of error in sampling operation. As student of research method, identify and explain the error responsible for the variation. (10mks)
- b) Outline the purposes of literature review in any scholarly study (10mks)

## **QUESTION FOUR**

- a) Secrecy, a code of ethics emphasizes on three aspects of privacy that must be given serious consideration. Briefly discuss. (6mks)
- b) Itemize researchers' rules of engagement in conducting research. (5mks)
- c) Explain the concept of validity and reliability of research instruments as used in research. (9mks)

## **QUESTION FIVE**

- a) All progress is born of inquiry. Doubt is often better than overconfidence, which leads to inquiry, and inquiry leads to invention. And increase amount of research make progress possible. Discuss? (10mks)
- b) List and explain five features of a good research. (10mks)