

**JARAMOGI OGINGA ODINGA
AND TECHNOLOGY
SCHOOL OF BUSINESS AND**



**UNIVERSITY OF SCIENCE
ECONOMICS**

**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
KENDU BAY LEARNING CENTER**

COURSE CODE: BBM 2212

TITLE: RESEARCH METHODS

EXAM VENUE:

STREAM VENUE: (DBA)

DATE:

EXAM SESSION:

TIME: 1^{1/2} HOURS

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 exam room.**

QUESTION ONE

a. Differentiate the following terms as used in research

- Applied and Basic research
2 Marks
- Population and sample
2 Marks
- Quantitative and qualitative research
2 Marks
- Descriptive and analytical research
2 Marks
- Primary and secondary data
2 Marks

b. Discuss the major sources of knowledge you know in business research **4 Marks**

c. Mention three types of questions in a research instrument and give at least one advantage of each
6 Marks

d. Briefly outline the goals of research
10 Marks

QUESTION TWO

- a. Explain limitations of using a questionnaire to obtain information in research **10 Marks**
- b. What ethical issues do you see in conducting research with human subjects **10 Marks**

QUESTION THREE

- a. Explain how researchers can use Regression analysis as a tool in business research
4 Marks
- b. Identify and explain the advantages and disadvantages of using observation and telephone interviews as methods of data collection.
16 Marks

QUESTION FOUR

- a. Discuss the limitations of conducting a survey research
10 Marks
- b. Outline and explain the steps involved in survey research
10 Marks

QUESTION FIVE

- a) Find the mean, the median and the mode for the following set of discrete data:

247, 251, 252, 251, 246, 248, 256, 254, 255, 257, 248, 248

9 Marks

- b) For the following frequency distribution
11 Marks
 - i. State the mid-point of the class 40- 44
 - ii. State the upper and lower class boundaries of the class 55-59
 - iii. Calculate the mean of the distribution
 - iv. Calculate the standard deviation of the distribution
 - v. Calculate the median

Volume(cm³)

Frequency

40-44	8
45-49	20
50-54	45
55-59	25
60-64	2
