



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
WITH IT
3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTRE

COURSE CODE: ABA 316

COURSE TITLE: RESEARCH METHOD

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

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

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Exam -2016

QUESTION ONE

(a) Researchable problem conceptualization requires broad as well as deep exploration of literally works in the area of interest. The said exploration can be identified and variously categorized and or labeled “sources, readings, or empirical review” . Discuss each of these works explaining the substance of each..... (15 marks)

(b) With the help of a diagram, discuss the various VARIABLES that are found in Research. (15 marks)

QUESTION TWO

(a) Outline the various hall marks of scientific Research. (10 marks)

(b) Discuss some of the commonly Research areas in business. (10 marks)

QUESTION THREE

(a) Discuss the features of a good Research problem. (10 marks)

(b) Discuss various sources of Research problems. (10 marks)

QUESTION FOUR

(a) What is the importance of Literature Review in Research? (10 marks)

(b) Describe the various methods of sampling in Research.

QUESTION FIVE

(a) Describe the qualities of a good Research proposal. (10 marks)

(b)Discuss the various Ethical issues you need to take into consideration when conducting Research. (10 marks)