



JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF
BUSINESS**

ADMINISTRATION WITH IT

4TH YEAR 1ST SEMESTER 2015/2016 ACADEMIC YEAR

NAMBALE LEARNING CENTRE

COURSE CODE: ABA 316

COURSE TITLE: RESEARCH METHODS IN BUSINESS

EXAM VENUE: NAMBALE

DATE:

EXAM SESSION:

TIME: 2.00 HOURS

Instructions:

- 1. Answer question 1 (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) Define business research (2 marks)
- b) Discuss six purposes of research (12 marks)
- c) Explain five values of acquiring research skills (10 marks)
- d) Define the following terms as used in research (6 marks)
 - i) Variable
 - ii) Parameter
 - iii) Hypothesis

QUESTION TWO

- a) Describe six purposes of literature review (12 marks)
- b) Explain four ethical considerations when designing research (8 marks)

QUESTION THREE

- a) Explain two methods of data collection (8 marks)
- b) Discuss the following topical scope of research study (8 marks)
 - i) Statistical studies
 - ii) Case studies
- c) Mention four types of research design (4 marks)

QUESTION FOUR

- a) What is coding (4 marks)
- b) When should coding be carried out (6 marks)
- c) Draw and explain the model of quantitative data analysis (10 marks)

QUESTION FIVE

- a) Mention three types of research writing (6 marks)
- b) Explain the five structure of a company research report (10 marks)
- c) Give at least four guidelines on writing style (4 marks)