



**JARAMOGI OGINGA ODINGA UNIVERSITY  
OF  
SCIENCE AND TECHNOLOGY**

*University Examinations 2022/2023*

YEAR THREE SEMESTER TWO ORDINARY EXAMINATION FOR THE DEGREE OF  
BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF LOGISTICS AND  
SUPPLY CHAIN MANAGEMENT

**BAB 1308: RESEARCH METHODS IN BUSINESS**

**INSTRUCTIONS**

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTION (TOTAL OF THREE QS)

**QUESTION ONE**

You are a departmental manager in a large multinational company in Kenya. You have been called to the general manager's office, where you were informed that employee performance in your department is unsatisfactory. You had sensed tension among the workers but had not considered it unusual. The general manager after the meeting instructed you to investigate the problem.

- (a) Identify and clearly state the title of the research (2 Marks)
- (b) Clearly state the research problem in this situation (3 Marks)
- (c) Explain the research design that you will use in this study (2 Marks)
- (d) Develop two research objectives for this study (4 Marks)
- (e) Explain two methods of data collection that you will use in this study (4 Marks)
- (f) Explain five sources of literature that you will use in the study (10Marks)

- (g) Develop a conceptual framework for your study, clearly indicate the study variables  
(5 Marks)

### **QUESTION TWO (20mks)**

- a) Explain two techniques used by researchers in data analysis  
(10Marks)
- b) Explain five characteristics of scientific research  
(10 Marks)

### **QUESTION THREE (20mks)**

- a) Describe four (4) ethical practices a researcher must observe while carrying out research.  
(10Marks)
- b) Explain the role of information technology in research process  
(10Marks)

### **QUESTION FOUR (20mks)**

- (a) “Research can be defined as organized and systematic study of phenomenon in order to discover new things, establish facts and reach new conclusions”. Elaborate and give the possible motivations for conducting research  
(10 Marks)
- (b) Clearly distinguish between primary and secondary data  
(4Marks)
- (c) Explain reliability and validity in research  
(6 marks)

### **QUESTION FIVE (20mks)**

- a) What is the difference between probability and non-probability sampling? (5 mks)
- b) Define bibliography and state its purpose in research? (5 mks)
- c) What is convenience sampling? What are its limitations? (5 mks)
- d) Describe the function of Literature review in research work (5 mks)