

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

SCHOOL OF BUSINESS AND ECONOMICS

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

ADMINISTRATION WITH IT

3RD YEAR 2ND SEMESTER 2015/2016 ACADEMIC YEAR

KENDU BAY LEARNING CENTER-FT

COURSE CODE: ABA 316

TITLE: RESEARCH METHODS IN BUSINESS

EXAM VENUE:

STREAM VENUE: (BBA-FINANCE)

DATE:

EXAM SESSION: 9.00-11.00 AM

TIME: 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

- i. What is a Business Research and why is it necessary for a business manager to have knowledge in research? **4 Marks**
- ii. Briefly explain the six goals of research **12 Marks**
- iii. Researchable problem conceptualization is said to be a derivative of broad exposure to related knowledge areas. Explain what is meant by a 'researchable problem' and how it can be initiated **10 Marks**
- iv. Social scientists have been challenging the use of methodology in conducting research. As an expert convince them why methodology is necessary in research **5 Marks**

QUESTION TWO

- i. Using suitable explanation, discuss the attributes of a good research hypotheses **6 Marks**
- ii. Many social scientists and researchers hate literature review saying it is something outdated and backward.
Required
Challenge their thinking by giving substantive points on the relevance and credible sources of literature review in research. **14 Marks**

QUESTION THREE

- i. Under what circumstances would you recommend
 - a. A probability versus a non probability sample **5 Marks**
 - b. A simple random sample, cluster sample, a stratified sample? **5 Marks**
- ii. One of the major reasons why survey research may not be effective is that the survey instruments are less useful than they should be. What would you say are the four possible major faults of survey instruments design? **10 Marks**

QUESTION FOUR

- i. Outline and explain ethical issues to be considered when conducting research with human subjects. **10 Marks**
- ii. Discuss the essence of a good research report **10 Marks**

QUESTION FIVE

- i. Personal interview gives the most accurate way of collecting data but also has demerits. Discuss. **10 Marks**
- ii. The ministry of planning has just cleared collecting census information and is facing numerous challenges on how to handle this enormous data gathered. The minister and his team also believe that there are a lot of errors and omissions.
Required:-
As a research consultant, advice the minister and his team on how to go about it, the processes and procedures to use to come up with a good final report. **10 Marks**