

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

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

2ND YEAR 1ST SEMESTER 2015/2016 ACADEMIC YEAR

KENDU BAY LEARNING CENTER

COURSE CODE: BBM 2212

TITLE: RESEARCH METHODS

EXAM VENUE:

STREAM VENUE: (DBA)

DATE:

EXAM SESSION: 2.00-3.30 PM

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

- Explain the following terms as used in research
 - Population and sample **2 Marks**
 - Applied and Basic research **2 Marks**
 - Quantitative and qualitative research **2 Marks**
 - Descriptive and analytical research **2 Marks**
 - Primary and secondary data **2 Marks**
- Briefly outline the goals of research **10 Marks**
- Outline and discuss the activities necessary to effectively carry out research. **10 Marks**

QUESTION TWO

- Explain limitations of using interviews 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. Researchers have a choice of using either a self-administered questionnaire or observation. Identify and explain two advantages and disadvantages of each of these methods of data collection. **8 Marks**
- b. Explain how researchers can use Regression analysis as a tool in business research **4 Marks**

QUESTION FOUR

- a. Define the term 'Survey' **2 Marks**
- b. Outline and explain the steps involved in survey research **10 Marks**
- c. Discuss the limitations of conducting a survey research **8 Marks**

QUESTION FIVE

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

147,151,152,151,146,148,156,154,155,157,148,148 **9 Marks**

- b. For the following frequency distribution

Height(cm) plants	No. of
40-44	6
45-49	10
50-54	25
55-59	11
60-64	8

- i. State the class width **1 Mark**
- ii. State the lower and upper class boundaries of the class 45-49 **2 Marks**
- iii. State the modal class **2 Marks**
- iv. Calculate the mean **2 Marks**
- v. Calculate the standard deviation **2 Marks**
- vi. Calculate the median **2 Marks**