



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
3RD REAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
MAIN

COURSE CODE: BEB 1308

COURSE TITLE: RESEARCH METHODS

EXAM VENUE: LAB 12

STREAM: (BBA)

DATE: 16/04/2025

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE and ANY other TWO 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 1

Food Kisoks in Bondo town have been struggling over the years with making the business sustainable and profitable. It as been noted that for the past ten year, none of these kioks have expanded their business as they remain under micro enterprises. Having learnt research methods, you have been motivated to identify and offer solution to the problems facing these businesses.

Formulate:

- a) Three research questions for the study. (3 marks)
- b) Three objectives of your study. (3 marks)
- (c) Apart from a questionnaire, explain three research instruments you will use for data collection (6 marks)
- (e) Explain five types of sampling techniques used in Business Research Methods. (10 marks)
- f) Why will it be important to review literature before carrying out this research? (8 marks)

QUESTION TWO

- a) What is the difference between qualitative and quantitative research? (4 marks)
- b) A retail company wants to survey their customers to estimate the average amount of money spent per visit to their store. The company has approximately **50,000 customers** in total. The company wants to be **95% confident** that the estimate is within **\$10** of the true average.

Task 1:

What sample size is required to estimate the average amount of money spent per visit with a margin of error of **\$10** at a **95% confidence level**, using the **Yamane formula**? (8 marks)

Task 2:

If the company wants to increase the confidence level to **99%**, what would the required sample size be? (8 marks)

QUESTION THREE

- a) Discuss five (5) features of suitable research problem. (6 marks)
- b) What is research hypothesis and what is the role of hypothesis in research? (6 marks)
- c) What is the difference between dependent and independent valuables? (8 marks)

QUESTION FOUR

- a) Discusst five problems encountered when doing research. (10 marks)
- b) Explain 5 ways a researcher will ensure reliability of research instrument before data collection . (10 marks)

QUESTION FIVE

- a) Discuss the qualities of a good research topic. (10 marks)
- b) Explain the five sampling Techniques as used in Research methods . (10 marks)