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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR THREE**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 352**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 06/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of FOUR (4) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

Read the case and use it to answer the following questions. Support/justify your answers if a study was to be carried out:

**Bringing Research to Life**

‘’Come on over here and meet Robert buffet.’ The president of the Economic Development Council seized Myra Wines by the elbow and propelled her across the dining room to meet a tall young man suited in navy blue pinstripes. She recognized his name: He was the local manger of a national accounting firm.

‘’Robert Buffet, meet Myra Wines, consumer affairs manager for Mind writer.’’

‘’Hello, Robert,’ She said. She studied him carefully, from his brightly shined black shoes to his razor cut hair. He was about the same age as her new consultant, Jason Henry, but something in the way he held himself suggested a self –assurance that Jason had not yet developed. This young man dressed like a banker, While Jason suggested a sincere yet somehow impatient librarian.

‘’And what a pleasure it is to meet you, ‘’he said in a ripe baritone voice, smiling with his lips but not his eyes, which had wandered to a prominent banker who was chatting with a competing CPA.

‘’Here’s the situation, Myra’’ said the president .The state commerce secretary has been concerned for some time about the extent to which entrepreneurial companies, which are popping up all over the state ,are actually investing in job-building technology. They have contracted with Robert’s firm to study the situation in five countries, assess job creation and the like, and report this back to Tallahassee.’

Myra asked,’’ Am I right in suspecting that the governor is worried that these start-up companies are investing in robotics and computers and not creating new manufacturing jobs?’’

‘’Basically, that is the concern, Ms.Wines’’ said the tall young man ‘we have already cut the contract, you see, in Tallahassee, and so we have the green light to select our live sites and commence the interviewing.’’

The thing is, Myra,’’ said the president,’’ before their task force can come into a county and start interviewing and collecting data, they have got to have the sponsorship of a business group. In this county, it is our council that has to look over their proposal and assure the business community it is in their best interests to cooperate.’’

‘’ And you want me to critically examine their proposal and let you know what i think.’’

‘’By two weeks from Friday, please,’’ said the president, ‘as a favor.’’

‘’Here is a copy of our proposal ‘said the tall young man. ‘How awfully nice chatting with you. ‘He grasped her hand, gave it one shake, patted the council president on the shoulder, and headed for the refreshment table, where a local auto dealer presented an easy target for a sales pitch.

1. Identify an appropriate title for the study. **[4 marks]**
2. Identify an appropriate research questions. **[4 marks]**
3. From the research questions, identify two research objectives. **[4 marks]**
4. From the identified objectives, identify the ‘concept’ as well as ‘variables’ **[4 marks]**
5. If the study were to be carried out, whom would it benefit from the findings? How would they benefit? **[4 marks]**
6. If you were to carry out the study, what limitations are you likely to encounter? How would you address them? **[5 marks]**

**QUESTION TWO**

Research proposal has been defined as a blueprint for a planned investigation/research. Despite various disciplines and forms of knowledge, the structure and value of a research proposal remains relatively the same.

**Required:**

1. Outline the structure, components, and the role of each of the component as contained in a research proposal. **[15 marks]**

**QUESTION THREE**

Sampling is a fundamental concept used in research, and goes a long way in contributing to the quality of output.

**Required:**

1. What is sampling procedure? **[5 marks]**
2. Sampling can either be probability based or non-probability based. What are the characteristics of non-probability sampling approach? **[5 marks]**
3. Briefly explain any three non-probability sampling approaches, providing relevant examples of situations for which each of the approach is not most suitable **[5 marks]**

**QUESTION FOUR**

1. Briefly define the following terms as used in research
2. Data **[2 marks]**
3. Information **[2 marks]**
4. Knowledge **[2 marks]**
5. Population frame **[2 marks]**
6. Population **[2 marks]**
7. Measurement is the process of assigning values/weights to concepts of interest (variables) in a research. Using appropriate examples discuss the various scales of measurement. **[5 marks]**

**QUESTION FIVE**

1. Data collection is critical, as it directly contributes to the quality of research. Explain any four considerations in the choice of data collection method. How do these considerations influence the choice? **[10 marks]**
2. The quality of research conclusions is partly evaluated on the basis of data presentation. Briefly discuss any three data presentation techniques/tools, and provide relevant examples **[5 marks]**

**QUESTION SIX**

1. Discuss any **6** research designs, clearly indicating appropriate scenarios for their use. **[10 marks]**
2. Discuss key considerations in the choice of a sampling design clearly indicating available option(s) **[5 marks]**

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