GARISSA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR <u>ONE</u> <u>SECOND</u> SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECNOMICS

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 14

COURSE TITLE: BUSINESS RESEARCH METHODS

EXAMINATION DURATION: 3 HOURS

DATE: 13/04/18   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)

(a) Define research and explain its significance in business management. **[5 marks]**

(b) Briefly describe the different steps involved in a research process. **[12 marks]**

(c) Distinguish between the following in context of research:-

    i.   Descriptive design and observational design

    ii. Judgment sampling and quota sampling **[8 marks]**

QUESTION TWO

(a) Explain the meaning and significance of research design. **[7 marks]**

(b) Identify the advantages of sampling method in context of research. **[8 marks]**

QUESTION THREE

The following data shows the population of a particular city over a period of 6 years

Year Population (millions)

Year	Population (millions)
2008	2
2009	4
2010	5
2011	7
2012	7
2013	8

Required:

i.   Using least squares method, estimate the population of the city in the year 2014. **[8 marks]**

ii. Define the term simple random sampling and identify **FOUR** methods of random sampling used in research. **[7 marks]**

QUESTION FOUR

(a) Distinguish between primary and secondary data and suggest the significance of each in research context. **[10 marks]**

(b) The following are the prices and quantities of four items purchased by a real estate company in the year 2010 and 2013.

2010			2013	
Item	**Quality**	**Price (Ksh)**	**Quantity**	**Price (Ksh)**
L	6	8	5	9
C	13	7	11	8
G	3	4	3	5
B	8	5	4	7

Required: calculate the following index:

i. Laspeyre's price

ii. Paasche price **[5 marks]**

QUESTION FIVE

(a) The following are the ages of 20students of a diploma in business management at Garissa University.

Men (years)	23	27	28	28	28	30	30	33	35	38
Ladies (years)	18	20	22	27	21	29	27	29	28	29

Required:

i. compute the Karl Pearson's coefficient of correlation

ii. Interpret the answer in (i) above **[8 marks]**

(b) You have received a research report done by a consultant for your firm, XYZ Company. The study is a survey of morale of employees in the organization and covers 50 secretaries and clerks plus 10 executives. You are asked to comment on its quality. What will you look for **[7 marks]**

QUESTION SIX

(a) What are the guiding considerations in the construction of a Questionnaire? **[7 marks]**

(b) Explain the meaning of the following in context of research:

    i.   Population

    ii.   Sample

    iii.   Research design

    iv.   Sampling process   **[8 marks]**