

340



MAIN PAPER

(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**FIRST YEAR SEMESTER TWO EXAMINATION
FOR BACHELOR OF COMMERCE**

COURSE CODE: BCB 316

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: MONDAY, 17TH APRIL

TIME: 3:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

a) Read the extract below and answer the following questions.

The economic condition in Kenya since the Covid-19 pandemic shock struck in early 2020 has not been favourable. This situation is evidenced in the profit warning announcements, collapse of business organizations, declining GDP, high cost of living among others. The economy was affected due to restriction of movement of people, disrupted supply chain globally, diversion of resources to health care needs, as well as low investment. The Kenyan economy is yet to recover from the shock with the general elections which came just at the sun-set of the Covid-19 pandemic shock causing a double blow to the economy.

- i) Precisely design the topic of the study (2mks)**
 - ii) In not more than 300 words present the study abstract (6mks)**
 - iii) Suggest appropriate research design to be adopted in this study and justify your choice (2mks)**
 - iv) Draw a simple conceptual framework capturing the relevant variables (4mks)**
 - v) State any four objectives of the study (4mks)**
 - vi) Explain how to pre-test the instruments to be used in data collection (2mks)**
- b) Business research methods is an essential unit in the training of students undertaking Bachelor of commerce. Justify this statement by presenting and four points (6mks)**
- c) The representative of a sample size in a study is critical. State and explain any three determinants of a suitable sample size (4mks)**

QUESTION TWO

- a) Business Research methods is meant to prepare the potential business managers by imparting in the learner the relevant skills of systematically making inquiries in regards to the issues facing the businesses. In view of the fore-going, briefly describe the following elements of Business research.**

- i) Qualitative and quantitative research (3mks)**
 - ii) Validity and reliability of instruments (3mks)**
 - iii) Data analysis and presentation of the findings (3mks)**
- b) Identify the type of each sample and describe using appropriate examples the following samples**
 - i) Area sampling (2mks)**
 - ii) Multi- stage sampling (3 mks)**
 - iii) Quota sampling (3mks)**
 - iv) Snowball sampling (3mks)**

QUESTION THREE

- a)** People tend to define research according to their research bias. However, it is generally agreed that research irrespective of the biasness of any researcher, the process is sequentially similar. You have been approached by a diploma student who is just about to start working on her research proposal so that you lecture her on the research process. Sequentially take her through by giving relevant details in each area **(20 mks)**

QUESTION FOUR

- a)** Distinguish between the open ended and closed ended questionnaires and in each case state two advantages and disadvantages **(8mks)**
- b)** Professor Shiundu is a re-known educationist scholar not only in Kenya but across East Africa. He was approached by a group of Business Management student of MMUST over a topical issue in research known as “Literature Review”. They confronted him with the following questions.
 - i)** What is the rationale of literature review?
 - ii)** What are sources of literature?
Precisely note down the answers that were given by Professor Shiundu and in each point briefly explain **(7mks)**
- c)** State in points what is contained in the abstract of any study **(5mks)**