



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR**

END OF SEMESTER EXAMINATIONS

**FOR THE DEGREE
IN BACHELOR OF BUSINESS AND ECONOMICS**

EXAM CODE: BBM 352

COURSE TITLE: RESEARCH METHODS

DATE: WEDNESDAY 7TH FEBRUARY 2018 **TIME: 8.00AM- 11.00AM**

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (3) PRINTED PAGES

PLEASE TURN OVER

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**QUESTION ONE**

Best Buy is a supermarket chain with branches in Kakamega, Iten, Eldoret and Kericho. The company knows that loyal customers are the lifeblood of any organization. In order to maximize profits, it is imperative to keep a customer with “ultimate loyalty”. It is this reason why the company started customer loyalty programs. Despite this, customers continued migrating partly because of competition. Pricing no longer became a viable strategy because profit margins consistently declined. Furthermore retail goods are homogeneous and manufacturers cannot differentiate products from those of competitors. Customers are more price-conscious and are knowledgeable of competitive offerings. This entire scenario presents the Board of Directors with a management dilemma therefore the firm is resorting to offering high quality service through improved customer satisfaction. You have been appointed by the company as lead researcher to address the problem with a view of reaching a lasting solution.

- a) Propose a suitable research topic **(2 marks)**
- b) Identify a possible dependent variable **(2 marks)**
- c) Develop a problem statement for the study **(3 marks)**
- d) Suggest and set three objectives **(3 marks)**
- e) What research design would be appropriate for the study **(2 marks)**
- f) Define the target population **(2 marks)**
- g) Suggest a fitting sampling method and give reasons to justify your choice. **(2marks)**
- h) If the study is to be completed within six months, develop a work plan and budget for execution of the proposal **(3 marks)**
- i) Construct an appropriate conceptual framework **(3 marks)**
- j) Identify three theories that you know can be used in research **(3 marks)**

QUESTION TWO

- a. “Literature Review serves absolutely no purpose and is a waste of time since research can be carried out by perusing periodicals, social media and listening to gossip”. Refute this statement and outline how beneficial Literature Review is. **(10 marks)**
- b. Identify and explain the assumptions of multiple regression **(5 marks)**

QUESTION THREE

- a. Outline the major ethical issues covered in research methods (9 marks)
- b. Explain the following:
- i. quantitative research (3 marks)
 - ii. qualitative research (3 marks)

QUESTION FOUR

- a. Explain the following probability sampling methods
- a. Simple random sampling (2 marks)
 - b. Systematic sampling (2 marks)
 - c. Stratified sampling (2 marks)
 - d. Cluster sampling (2 marks)
- b. Differentiate between inferential statistics and descriptive statistics (5 marks)

QUESTION FIVE

- a. Harrison is your classmate and he is experiencing difficulties in a research study especially in constructing his questionnaire. Advise him on options available in levels of measurement (9 marks)
- b. Distinguish between validity and reliability (6 marks)

QUESTION SIX

- a. Outline with relevant examples the benefits of computer technology in modern day research (4 marks)
- b. Explain the following terms used in research
- a. Census
 - b. Target population
 - c. Hypothesis
 - d. Primary data
 - e. Scope of a study
 - f. Bibliography / References (6 marks)
- c. Outline reasons why research is carried out (5 marks)