



MUEO

# **MOI UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR  
(ACADEMICS, RESEARCH, EXTENSION & STUDENT AFFAIRS)

## **UNIVERSITY EXAMINATIONS**

### **2022/2023 ACADEMIC YEAR**

#### **THIRD YEAR EXAMINATION**

#### **FOR THE DEGREE OF**

#### **BACHELOR**

#### **OF**

#### **BUSINESS MANAGEMENT**

**COURSE CODE: BBM 352**

**COURSE TITLE: RESEARCH METHODS**

**DATE:** FRIDAY-11<sup>TH</sup> AUGUST, 2023      **TIME:** 9.00 A.M. – 12.00 NOON.

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#### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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## BBM 352: RESEARCH METHODS

### INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE

#### QUESTION ONE

Read the following article and answer the questions below.

A recent study by the AgaKhan University, Graduate School of Media and Communication that sought to understand media consuming habits among millennials and Gen Zs showed that generations would want the media to cover more financial topics such as how to make money, become financially independent and save money.

The same report indicates that most Gen Zs and millennials rely on social media for news with 73% saying they follow the links of news stories to legacy media news websites. This is because it is convenient and allows for contribution to the ongoing discussions. At the same time, the generations still trust television news because of the perception of professionalism credibility.

Communication experts agree that the aforementioned data gives valuable insights that organizations and brands can use to appear to this consumer base. Each generation grows up under unique circumstances that shape their outlook and experiences, ultimately influencing their buying behaviour and relationship with brands. Millennials adopted technology and social media, and brought it to the workplace. On the other hand, Gen Zs born from 1996 to around 2012 were brought up with the internet and social media as integral parts of their daily lives.

Gen Zs, now entering the workforce make up a significant percentage of buyers in every industry. According to a report by Barkley Consulting Group, Gen Zs spending power reached £43 billion in 2020 accounting for nearly 40% of the global customers. Brands must develop effective communication strategies to resonate with them to gain a share of the massive customer base. You have been approached by a consulting firm to be a lead researcher to address what firms need to do to sustain their business.

#### Required:

1.
  - a. Propose a suitable research topic. (2 mks)
  - b. Identify a possible independent variable (2 mks)
  - c. Develop a problem statement for the study (3 mks)
  - d. Suggest and set three objectives (3 mks)
  - e. What research design would be appropriate for the study (2 mks)
  - f. Define the target population (2 mks)
  - g. Suggest a fitting sampling method and give reasons to justify you choice. (2 mks)
  - h. If the study is to be completed within six months, develop a work plan and budget for execution of the proposal. (3 mks)
  - i. Construct an appropriate conceptual framework. (3 mks)
  - j. Identify three theories that you know can be used in research. (3 mks)

## QUESTION TWO

- a. Research process consists of a number of closely related activities. Use a diagram to show those steps. (10 mks)
- b. Define Systematic sampling (5 mks)

## QUESTION THREE

Scientific method is the pursuit of truth as determined by logical consideration. Examine the characteristics of the scientific method. (15 mks)

## QUESTION FOUR

Write short notes on:

- a. Type I error (3 mks)
- b. Type II error (3 mks)
- c. Validity (3 mks)
- d. Reliability (3 mks)
- e. Confidence level (3 mks)

## QUESTION FIVE

- a. Demonstrate the key functions of Literature Review in Research Methods. (9 mks)
- b. Explain the following probability sampling methods:
  - i. Stratified Sampling (3 mks)
  - ii. Cluster Sampling (3 mks)

## QUESTION SIX

- a. If given a research proposal to write, what points will you consider in the formulation of your questionnaire (8 mks)
- b. Explain the applicability of Ethics in Research Methods (7mks)