



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

THIRD YEAR END OF SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE: BBM 351

EXAM TITLE: BUSINESS RESEARCH METHODS

DATE: 15TH APRIL, 2015 TIME: 9.00 A.M. –12 5.00 NOON.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE

Business Research Methods

BBM 351

MAIN EXAMINATION

INSTRUCTIONS:-

- Answer Question **ONE** and any other **THREE** questions.
 - Question **ONE** carries **25 Marks**
 - Time allowed: **3 hours**
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Question 1

The top management of QUALITY University has been thinking about starting a campus in three of the regional countries, members of the COMESA trading block. Preliminary studies have shown that the demand for higher education in the three identified countries is higher than the supply. It's also been thought that many other universities from various parts of the world have been considering having a presence in the countries. Some countries have been targeted by as many as 10 different universities, some having already opened their offices. Many of these markets are saturated with institutions offering diploma courses with a good enrolment and many diploma holders in various disciplines already in the job market and other working. Thus the university management has agreed to contract you to assist in carrying an in depth study the results of which will serve as guide to the university in making the final decision on whether to enter these countries or not. Key issue to address in the research will be to know the critical issues considered by students in their choice of university to enroll.

- Identify an appropriate research topic for the study (2marks)
- What types of research design would be appropriate for this study? (5marks)
- construct four research questions and corresponding research objectives for the study (8 marks)
- Identify the total and the target population for this study. (4marks)
- What sampling method and technique would you use to select a sample and why? (6 marks)

Question 2

- Data analysis is as a critical stage as other stages as the researcher attempts to make sense of the collected data. Explain any three methods of analyzing qualitative data and 3 methods of analyzing quantitative data (6 marks)
- Ethical issues have been a critical issue in academic research, explain any five ethical issues concerning the research subjects 9 marks

Question 3

- a) Why is it necessary to undertake a literature review in research? (5marks)
- b) "In conducting literature review, a researcher advised to think of the review as a funnel"
"explain this statement"
(10 marks)

Question 4

Define the following terms as they are used in research: 15 marks

- a) Hypothesis
- b) Validity and reliability
- c) Conceptualization
- d) Sampling
- e) Interview

Question 5

- a) Of what importance is knowledge in research methods to business managers?. (5marks)
- b) Identify and explain three methods of data collection. (3marks)
- c) As researcher embarks on literature review, it's advisable to reflect on the process, and inherent challenges. Briefly explain the challenges likely to encounter in conducting literature review for your study (7 marks)

Question 6

The credibility of research findings is dependent on the reliability and validity of data collection instruments.

- a. Explain four threats to reliability of research instruments (4 marks)
- b. Explain three threats to validity of research instrument (3 marks)
- c. Explain how you can overcome threats to validity of your research instrument (3 marks)
- d. What factors will you consider in choice of the questionnaire to use in research?(5marks)