



MUEO

# MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

## UNIVERSITY EXAMINATIONS

**2013/2014 ACADEMIC YEAR**

*THIRD YEAR END OF SEMESTER I/II EXAMINATIONS*

## FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

**COURSE CODE: BBM 351**

**EXAM TITLE: RESEARCH METHODS**

**DATE: 5<sup>TH</sup> SEPTEMBER, 2014    TIME: 2.00 P.M. – 5.00 P.M.**

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*INSTRUCTION TO CANDIDATES*

➤    SEE INSIDE

**BBM 351: RESEARCH METHODS**  
**MAIN EXAMINATION**

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**INSTRUCTIONS:-**

- Answer Question **ONE** and any other **THREE**.
  - Question **ONE** carries **25 Marks**
  - Time allowed: **3 hours**
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**QUESTION ONE (COMPULSORY)**

A company involved in the production of passion juice in Mtwapa Mombasa County is having problems meeting its targets of profits as projected in its financial business plan. You have been engaged by the manager to do research to find out what is the problem.

- (i) Formulate a research topic and objectives for the study. (10 Marks)
- (ii) Develop a conceptual framework for this study and identify the possible independent and dependent variables for the study.  
(5 Marks )
- (iii) Discuss why the knowledge and skill in research Methods is becoming a pre-requisite for many business managers today. (10 Marks)

**QUESTION TWO**

"Any research should be conducted rigorously, systematically and ethically." Discuss the Ethical issues that a researcher needs to be aware of.  
(15 Marks)

**QUESTION THREE**

The problem definition stage is perhaps more critical in the research process than the problem solution stage "Discuss this statement showing clearly the importance of the problem definition stage. (15 Marks)

#### **QUESTION FOUR**

What is Literature Review and why is it important to conduct a thorough literature review? (15 Marks)

#### **QUESTION FIVE**

Expound on the advantages and drawbacks of both primary and secondary sources of data collection. Use practical examples to illustrate your answer. (15Marks)

#### **QUESTION SIX**

You intend to conduct a study on how Kenyans view the recently introduced M-shwari concept. Your first task is to develop a research proposal

- (i) Describe the items of the content that you should include in the proposal. (10 Marks)
- (ii) Discuss the importance of the research proposal to the researcher. (15 Marks)

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**END**