



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY - APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 301

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 3 APRIL 2017

TIME: 8.00 AM - 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

Question 1:

- a) What is business research and what is its purpose to a business **(5 Marks)**
- b) With the help of a flowchart/Diagram, name and describe the various stages of a research process **(10 Marks)**
- c) Describe the importance of the following in business research;
 - i. Research resource allocation and budgets **(2 Marks)**
 - ii. Project planning **(2 Marks)**
 - iii. The research approval **(2 Marks)**
 - iv. Data collection **(2 Marks)**
 - v. Analysis and interpretation **(2 Marks)**
- d) What is the criteria in selecting a research problem **(5 Marks)**
- e) Define a questionnaire and give the advantages of using it **(5 Marks)**
- f) Outline the guidelines of asking questions **(5 Marks)**

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2:

Literature review is important in any research. It helps the researcher to know and describe what others have said about the topic being researched.

- a) Explain the various steps involved in carrying out literature review **(10 Marks)**
- b) Describe the various sources of information **(10 Marks)**

Question 3:

Data collection is important in any research. If not properly done the whole research will not be of any use to the intended audience.

- a) Which are the main sources of data and what are the advantages and disadvantages of each source **(10 Marks)**
- b) Identify the various modes of data collection and give advantage and disadvantages of each. **(10 Marks)**

Question 4:

When doing research it is not always possible to collect data from the whole target population of the research. It is therefore important to do proper sampling.

- a) Why is it necessary to do sampling **(10 Marks)**
- b) With the help of a diagram, outline the sampling procedure **(10 Marks)**

Question 5:

When a researcher carries out research it is important that it is done ethically.

- a) What are research ethics **(5 Marks)**
- b) Explain some unethical activities in research **(10 Marks)**
- c) Explain three ethical guideline a researcher should follow **(5 Marks)**