GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT/ BACHELOR OF COMMERCE

COURSE CODE: BSHM 302/BCBA 300

COURSE TITLE: HOSPITALITY RESEARCH METHODS / BUSINESS RESEARCH METHODS

DATE: 10 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** 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 ONE

Alpha Growth Enterprises Ltd. is a medium-sized Kenyan company operating in three sectors:

- Retail distribution of fast-moving consumer goods
- Corporate catering and events services
- Online sales of locally manufactured products

Over the last three years, the company has experienced mixed performance across divisions. Internal reports indicate:

- Declining customer retention in retail outlets
- Increased competition from e-commerce platforms
- Poor use of customer data in decision making
- Inconsistent service quality in corporate catering contracts
- Weak research culture when launching new products
- High operational costs and inefficient inventory management
- Limited use of digital Marketing analytics
- Poor alignment between research findings and strategic decisions

Management has decided to invest in business research to improve performance, innovation, and competitiveness across all divisions.

SOURCE: Lecturer

a) Explain **five** ways business research can help improve decision-making in Alpha Growth Enterprises Ltd. **[10 Marks]**

b) Describe **five** research methods suitable for investigating customer satisfaction across the company's divisions. **[10 Marks]**

c) Recommend **five** data-driven strategies the company can adopt to improve competitiveness and operational performance. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

a) Explain **five** differences between qualitative and quantitative research in business studies. **[10 Marks]**

b) Describe **five** ethical considerations that researchers must observe when collecting business data. **[10 Marks]**

QUESTION THREE

a) Describe **five** sampling methods used in business research. **[10 Marks]**

b) Explain **five** factors that influence the selection of a research design in business studies. **[10 Marks]**

QUESTION FOUR

a) Explain **five** data collection techniques used in modern business research. **[10 Marks]**

b) Describe **five** challenges associated with collecting primary data in business environments. **[10 Marks]**

QUESTION FIVE

a) Explain **five** roles of data analysis in business decision-making. **[10 Marks]**

b) Explain **five** reasons why organizations should disseminate research findings to stakeholders. **[10 Marks]**