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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION

 FOR THE DEGREE OF

MASTER IN BUSINESS ADMINISTRATION

**BFA 5181: BUSINESS RESEARCH METHODOLOGY**

**DATE: AUGUST 2016 TIME: 3 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three***questions.

**QUESTION ONE (24 MARKS)**

Imagine you are the Operations’ Manager in a newly created department in a firm PHI dealing with imports and sales of motor cycles, with 30 branches distributed in 10 counties of Kenya, each with an average of 25 employees.

The company interacts with an average of 1200 competitive upcoming firms that have recently joined the market. You are interested in researching on ways of improving customer base hence the need to determine customer satisfaction requirement of the products and associated services offered by the enterprise.

Answer the questions that follow:

1. Formulate an appropriate topic for research that would address the company’s current situation. (4 marks)
2. State three hypotheses that would effectively guide the study (4 marks)
3. Basing your arguments on customers solved by the firm, explain sampling procedures that would be appropriate in selecting the sample for this study. (4 marks)
4. With clear justification, explain appropriate research design that could guide the study.

(3 marks)

1. What is the most appropriate sample size for this study (6 marks)
2. State and explain two independent variables of this study. (see (i) above. (3 marks)

**QUESTION TWO (12 MARKS)**

1. Review of related literature has been made easier by use of internet services. Justify this statement in respect to searching for literature gaps in research topics in business (5 marks)
2. During administration of research tools, a researcher develops guidelines to assist in ensuring successful implementation of each instrument. By giving relevant examples, critically discuss why interview schedules are preferred as means of data collection (7 marks)

**QUESTION THREE (12 MARKS)**

1. In the present world, bogus researchers have infiltrated the world of research in business by providing uncoordinated information. Account for ways in which the term research is wrongly used today (4 marks)
2. Critically discuss the qualities of a good hypothesis. (8 marks)

**QUESTION FOUR (12 MARKS)**

In a descriptive research, three varieties of cakes were each sold in four towns continuously for 2 months. The upcoming Super Cakes Bakery Ltd in town researched on the consumption of these cakes by town residents and obtained the following data.

|  |  |
| --- | --- |
| Town  | Variety of cakes sold in supermarkets, etc in (thousands)  |
|  | X | Y | Z |
| 1 | 8 | 3 | 4 |
| 2 | 7 | 5 | 5 |
| 3 | 3 | 7 | 4 |
| 4 | 6 | 5 | 3 |

1. Draw a percentage component bar chart to compare proportions of each variety of cakes sold at supermarkets in the four sampled towns. (8 marks)
2. Explain the results in (4a) above in the context of sales made by Super Cakes Bakery Ltd

(4 marks)

**QUESTION FIVE (12 MARKS)**

1. A document analysis method is one of the research instruments designed to study documented records about group or corporate business activities. Critically discuss this method of gathering data. (8 marks)
2. By giving relevant examples, explain qualities of a good problem statement for research in business inquiries. (4 marks)