**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION**

**2ND YEAR 1ST SEMESTER 2015/2016 ACADEMIC YEAR**

**KENDU BAY LEARNING CENTER**

**COURSE CODE: BBM 2212**

**TITLE: RESEARCH METHODS**

**EXAM VENUE: STREAM VENUE: (DBA)**

**DATE: EXAM SESSION: 2.00-3.30 PM**

**TIME: 11/2 HOURS**

**Instructions:**

1. **Answer question ONE (COMPULSORY) and ANY other 2 questions.**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the exam room.**

**QUESTION ONE**

1. Explain the following terms as used in research
2. Population and sample **2 Marks**
3. Applied and Basic research **2 Marks**
4. Quantitative and qualitative research **2 Marks**
5. Descriptive and analytical research **2 Marks**
6. Primary and secondary data **2 Marks**
7. Briefly outline the goals of research **10 Marks**
8. Outline and discuss the activities necessary to effectively carry out research. **10 Marks**

**QUESTION TWO**

1. Explain limitations of using interviews to obtain information in research **10 Marks**
2. What ethical issues do you see in conducting research with human subjects **10 Marks**

**QUESTION THREE**

1. Researchers have a choice of using either a self- administered questionnaire or observation. Identify and explain two advantages and disadvantages of each of these methods of data collection. **8 Marks**
2. Explain how researchers can use Regression analysis as a tool in business research

**4 Marks**

**QUESTION FOUR**

1. Define the term ‘Survey’ **2 Marks**
2. Outline and explain the steps involved in survey research **10 Marks**
3. Discuss the limitations of conducting a survey research **8 Marks**

**QUESTION FIVE**

1. Find the mean, the median and the mode for the following set of discrete data:

147,151,152,151,146,148,156,154,155,157,148,148 **9 Marks**

1. For the following frequency distribution

|  |
| --- |
| Height(cm) No. of plants |
| 40-44 6  45-49 10  50-54 25  55-59 11  60-64 8 |

1. State the class width **1 Mark**
2. State the lower and upper class boundaries of the class 45-49 **2 Marks**
3. State the modal class **2 Marks**
4. Calculate the mean **2 Marks**
5. Calculate the standard deviation **2 Marks**
6. Calculate the median **2 Marks**