



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION WITH INFORMATION TECHNOLOGY

CITY CAMPUS

ABA 316: RESEARCH METHODS IN BUSINESS

Date: 4th May, 2018

Time: 5.30 – 8.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE



Question One (Compulsory) (25 Marks)

- a. Business research is ‘the systematic and objective process of gathering, recording, and analysing data for aid in making business decisions.’ Discuss the implications of this definition in relation to business research. (8 marks)
- b. Discuss three stages associated with the development and implementation of a strategy in managerial decision making process. (9 marks)
- c. The table below gives a summary of the net income (in Millions US\$) of a sample of importers of a certain commodity in a country.

Net income (X) (\$ millions)	$2 \leq X < 6$	$6 \leq X < 10$	$10 \leq X < 14$	$14 \leq X < 18$	$18 \leq X < 22$
No. of Importers	1	4	10	3	2

Required:

- i. The Sample Mean. (3 marks)
- ii. The Sample Standard Deviation. (5 marks)

Question Two (15 Marks)

- a. A manager faced with two or more possible courses of action faces the initial decision of whether or not to research should be conducted. Discuss factors that may determine the need to conduct a research in business. (8 marks)
- b. (i) What is a research design? (1 mark)
(ii) Explain reasons why it may be necessary for a researcher to opt for an exploratory research design such as case studies instead of conclusive research. (6 marks)

Question Three (15 Marks)

- a. State two objectives of designing a questionnaire as a data collection instrument. (2 marks)
- b. Explain any five issues that should be considered when designing a questionnaire as a data collection tool. (10 marks)
- c. Highlight three advantages of self-administered questionnaires over interviews. (3 marks)

Question Four (15 Marks)

- a. Explain the following probability sampling methods as used in research.
 - i. Systematic random sampling (2 marks)
 - ii. Cluster sampling (2 marks)
 - iii. Stratified random sampling (2 marks)
- b. Identify and explain three non-probability sampling techniques that can be adopted by a researcher. (9 marks)

Question Five (20 Marks)

- a. Briefly explain the following techniques as used in research:
 - i. Data Editing (2 marks)
 - ii. Data Coding (1 mark)
- b. Discuss the steps involved during literature review in a research process. (12 marks)

Question Six (15 Marks)

- a. Using relevant examples, briefly discuss case study as a research methodology. (6 marks)
- b. In statistics, data can be categorized as nominal, ordinal or continuous. Using examples, briefly describe these three types/categories of data for statisticians. (3 marks)
- c. The hourly wages (in US\$) of a sample of 15 employees of a certain organization were as below:

Hourly Wages (W) (US\$)	Number of Employees
$8 \leq W < 10$	3
$10 \leq W < 12$	7
$12 \leq W < 14$	4
$14 \leq W < 16$	1

Required:

- i. Develop a cumulative frequency distribution. (2 marks)
- ii. On the same axes, represent the information using a frequency polygon. (4 marks)