



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR
TRIMESTER EXAMINATIONS

THIRD YEAR TRIMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE

DMS 502: BUSINESS RESEARCH METHODS

DATE: AUGUST 6, 2018

TIME: 4:00-7:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (25 MARKS)

- a) Distinguish between the following
- i) Deductive and Inductive research (4 marks)
 - ii) Reliability and Validity (4 marks)
- b) As a business research students highlight key Literature sources available (5 marks)
- c) A colleague of yours wishes to generate a research idea in the area of strategic management. He has examined his own strengths and interests on the basis of his assignment and has read some review articles, but has failed to find an idea about which he is excited. He comes and ask you for advice. Suggest two techniques that your colleague could use, and justify your choice (6 marks)
- d) You are interested in doing some research on the interface between business organisations and county government. Write three research questions that may be appropriate (6 marks)

QUESTION TWO (25 MARKS)

- a) As a research in business sector, discuss four techniques for Generating business research ideas citing one business sector of your interest (8 marks)
- b) The business environment has been changing since inauguration of Kenyan constitution 2010, discuss factors that stimulate interest in undertaking research in organizations (12 marks)
- c) How would you demonstrate the influence of relevant theory in your research proposal (5 marks)

QUESTION THREE (25 MARKS)

- a) Explain key Characteristics of a good business Research within the context of your area of work (8 marks)
- b) Explain Reasons for reviewing the literature in a business research projects (10 marks)
- c) As a business research students, highlight the basic components of a good research design (7 marks)

QUESTION FOUR (25 MARKS)

- a) With help of researchable problem in your area of interest, discuss the key components of a business research Process (10 marks)
- b) One of challenge in business research is plagiarism, explain Four common forms Business Research Plagiarism highlighting why they are prevalent (8 marks)
- c) As a business research students, kindly state when a research is required to sample? (7 marks)

QUESTION FIVE (25 MARKS)

- a) Discuss the key types of business research design with the help of the research onion developed by Saunders *et al*, (2009) (10 marks)
- b) A student is interested in undertaking a research in corporate sector, discuss factors that could influence in the choice of sample size (5 marks)
- c) As a researcher, why is it important for your research investigation that you be critical when reviewing the literature (10 marks)

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