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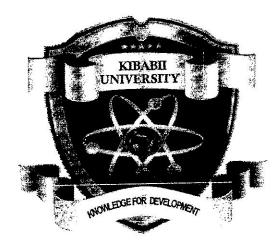
UNIVERSITY EXAMINATIONS

MAIN/SPECIAL/SUPPLEMENTARY EXAMINATION

2018/2019 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCB 316

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 02/09/2019   TIME: 8.00AM – 10.00AM

INSTRUCTIONS TO CANDIDATES
Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTIONS : SECTION A

QUESTION ONE

a) Describe five characteristics of a good research in Kenya **(10 marks)**

b) Outline five components of a good research report **(10 marks)**

c) Kenya has been undergoing fast growth both in its population and the economy. Considering this growth, explain how research can be made relevant in Kenya

(10 marks)

QUESTIONS : SECTION B

QUESTION TWO

a) Explain the difference between Primary Data and Secondary Data **(5 marks)**

b) Explain any five factors stimulating interest in research methods today **(15 marks)**

✓ QUESTION THREE

d) Define the following terms:

    i. Research **(4marks)**

    ii. Research Proposal **(4marks)**

    iii. Research Report **(4marks)**

    iv. Validity **(4marks)**

    v. Reliability **(4marks)**

QUESTION FOUR

a) Research process is very systematic. Explain the research process **(5marks)**

b) With the help of diagrams, give the difference between *Deductive Reasoning Process* and *Inductive Reasoning Process* in research **(15 marks)**

✓ QUESTION FIVE

a) In business, research is usually primarily conducted to resolve problematic issues in, or interrelated among, the areas of accounting, finance, management, and marketing. Outline five issues/areas that could be of interest to you in the current business Research **(10marks)**

b) Explain the meaning of the terms: Theoretical Literature Review and Empirical Literature Review. **(10marks)**