



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**BACHELORS OF BUSINESS LEADERSHIP**  
**END OF SEMESTER EXAMINATION**

**DEPARTMENT: BUSINESS**  
**COURSE CODE: COU4313 | BCM304 | BIT311 | BUS2313 | COM302: RESEARCH METHODS**  
**Online Exams**

**EXAM DATE:**

**TIME:**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Answer **any four questions only**

**QUESTION ONE**

- a) Define research (1mark)
- b) Explain why research is important (3marks)
- c) Outline the stages involved in a research process (6marks)

**QUESTION TWO**

- a) Define a research design (2marks)
- b) Explain the various research designs that a researcher can use to gather information (8marks)

**QUESTION THREE**

- a) Distinguish Primary data from secondary Data (2marks)
- b) Describe the following terms
  - i. Qualitative research methods (4marks)

ii. quantitative research methods (4marks)

**QUESTION FOUR**

- a) Define a sample as used in research (2marks)
- b) Explain the reason behind the use of samples in research (4marks)
- c) Identify and explain any two tools used to gather research Data (4marks)

**QUESTION FIVE**

Identify and describe the various sampling designs used in research (10 marks)

**QUESTION SIX**

- a) Explain any two purposes of a questionnaire in research (4marks)
- b) Describe the various classification of questionnaires and question types

(6marks)