



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF BUSINESS LEADERSHIP

END OF SEMESTER EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BCM208|BIT311|BUS2313: RESEARCH METHODS

EXAM DATE:

TIME:

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer any **four questions only (Question one is compulsory)**

QUESTION ONE (COMPULSORY)

Given the following phrase;

“We need to find out why our sales volumes seem to have gone down?”

- a) Distinguish a business problem from a researchable problem (4mark)
- b) Derive three research problems from the above statement (6marks)

QUESTION TWO

- a) Citing three examples, define a research design (4marks)
- b) Explain the three research designs that a researcher can use (6marks)

QUESTION THREE

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

QUESTION FOUR

- a) Define a sample as used in research (2marks)
- b) Explain any two reasons behind the use of samples in research (2marks)
- c) Explain any two major types of data analysis (2mks)
- d) Identify and explain any two tools used to gather research Data (4marks)

QUESTION FIVE

- a) Explain two random sampling designs used in research (4 marks)
- b) Describe any three non-random sampling procedures used in research (6mks)

QUESTION SIX

- a) Explain any two purposes of a questionnaire in research (2marks)
- b) Describe any two question types used in research questionnaires (2marks)
- c) Identify six main sections to be included in research report writing (6mks)