



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY
BACHELOR OF COMMERCE
BACHELOR OF ARTS IN COMMUNITY DEVELOPMENT
BACHELOR OF ARTS IN COUNSELLING PSYCHOLOGY
SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BIT311 | BUS2313 | BCM304 | COU4313 | CDC315

COURSE TITLE: RESEARCH METHODS

EXAM DATE: WEDNESDAY 4TH DECEMBER 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam paper contains TWO sections.
- Answer **ALL questions in Section A** and **any THREE** questions in section B.
- *ALL PAC University's examination rules and regulations apply*

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION 1

- a) Explain the term research (2 marks)
- b) Distinguish between a variable and a constant (4 marks)
- c) Outline any four sources of a research problem (4 marks)
- d) Explain the difference between theoretical literature and empirical literature (6 marks)
- e) Explain between a census and a sample (4 marks)
- f) Explain what you understand by the following terms:
 - i. Focus group discussions (3 marks)
 - ii. Key informant interviews (3 marks)
- g) Differentiate between primary data and secondary data (4 marks)

SECTION B: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION 2 (REMOVE BLOCKS)

- a) Explain the concept of statistical enquiry as a cycle (3 marks)
- b) Describe the steps to be followed in undertaking scientific research (7 marks)

QUESTION 3

- a) Discuss any three probability sampling techniques (6 marks)
- b) Explain two limitations of probability sampling approaches (4 marks)

QUESTION 4

Your manager has just received back customer satisfaction survey forms from clients and has asked you to analyze the data.

- a) Outline four steps you would undertake to prepare the data before analysis (4 marks)
- b) Explain three importance of exploratory data analysis for the survey (6 marks)

QUESTION 5

- a) Discuss three ethical considerations in research (6 marks)
- b) Outline four measures you would take to protect research participants from harm or loss that may result from your study. (4 marks)

QUESTION 6

Demonstrate five elements of scientific research available in the biblical story “Exploring Canaan” as recorded in the book of Numbers 13. (10 marks)