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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR THREE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 352**

**COURSE TITLE: BACHELOR OF BUSINESS MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 03/04/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of THREE (3) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

**Read the case study below and use to answer question one.**

The growth of the hospitality industry in Kenya has been in response to the growing demand for its service. For the Five Star Hotels in particular, as they grow in size and outreach they also grow in staff size and organizational complexity. Hospitality means kindness in welcoming strangers or guests and come from the Latin word hopes, meaning guests, and has developed into hospice, a place of shelter. One of the success or failure of these institutions is their ability to have personnel who are well trained, motivated and conversant with their products and services at all times (Otero, 1995).

The effectiveness and efficiency of staff performance appraisal in five star hotels is largely determined by the human resource policies and practices in place together with leadership style adopted by the hotels. There are a number of challenges facing human resource management in the hotel industry in general. For performance appraisal in particular, challenges exist in spite of its importance in ensuring quality in the industry.

According to Huffman et al (2000) formal performance appraisals are resented largely because of their tendency to decay into routine form-filling where managers sometimes copy what they wrote last year. Some of the factors that affect performance appraisal in five star hotels include appraisal tools, set performance standards’, training of appraises, and communication and feedback among others.

**QUESTION ONE.**

1. Using facts from the case study define the problem facing Five Star hotels within the hospitality industry in Nairobi in preparation for a proposed study. (6 Marks)
2. Formulate three possible research objectives for the study. (6 Marks)
3. Conceptualise variables in the above situation and present them in a clearly labelled conceptual framework. (6 Marks)
4. Describe any THREE possible limitations for this study. (6 Marks)
5. “Mixed Research Method is appropriate for this study.” Discuss this statement. (6 Marks)

**QUESTION TWO.**

1. “Once the data begins to flow in, attention turns to data analysis.” Discuss this in line with data preparation which includes editing, coding and data entry. (10 Marks)
2. Write short notes on ethical consideration for each of the following sampling methods:
   1. Stratified Random Sampling (3 Marks)
   2. Snowball Sampling (3 Marks)
3. Distinguish between Limitations and Assumption in research. (4 Marks)

**QUESTION THREE.**

1. Describe any FOUR Limitations of a business research. (8 Marks)
2. Explain FOUR types of measurements used in research. (8 Marks)
3. Distinguish between primary and secondary sources of research data. (4 Marks)

**QUESTION FOUR.**

1. Describe FIVE factors researchers use when evaluating and selecting information sources to any type of source, whether printed or electronic. (10 Marks)
2. You want to conduct a survey of the proportion of men over the age of 40 who own a house in Garissa. Given significance level as 95% and acceptable margin for random error as plus or minus 2%. From previous work the proportion is about 30%.
   1. Calculate Standard Error (SE). (3 Marks)
   2. Using the formula for a proportion, calculate sample size (n). (4 Marks)
   3. What would the sample size need to be if the expected response rate to the survey is 80%? (3 Marks)

**QUESTION FIVE.**

1. Literature review is a process of identification, location and analysis of documents containing information related to the proposed research problem being investigated. Explain the following in relation to literature review:
   1. TWO importance of literature review. (4 Marks)
   2. The link between Literature Review and Theoretical Framework (2 Marks)
   3. Main sources of literature. (4 Marks)
2. Explain Type I and II Errors. (4 Marks)
3. Explain any THREE characteristics of a good research. (6 Marks)