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**GARISSA UNIVERSITY**

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

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: ECO 218**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 03/04/2021 TIME: 09.00-11.00 AM**

**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 TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. (i) Define a conceptual framework. (2 marks)

(ii)Highlight qualities of an effective conceptual framework. (8 marks)

1. explain five significance of research (10 marks)
2. Discuss the purpose of collecting data in a research. (10 marks)

**QUESTION TWO**

1. (i) Define research (2 marks)

(ii) State and explain the qualities of a good research. (8 marks)

1. (i) What is Null hypothesis (Ho) (2 marks)
2. Explain the purpose of undertaking a research. (10 marks)

**QUESTION THREE**

1. (i) Define a research problem. (2 marks)

(ii) Elucidate the points to be observed by a researcher in selecting a research problem for research. (6 marks)

1. State the qualities of an effective research problem. (6 marks)
2. Explain the challenges a researcher faces in articulating a research problem. (6 marks)

**QUESTION FOUR**

1. (i) State the purpose of literature review (4 marks)

(ii) Explain the qualities of an effective literature review in research. (8 marks)

1. Highlight the importance of literature review in research. (8 marks)

**QUESTION FIVE**

1. Describe the following probability sampling techniques
2. Simple random sampling. (2 marks)
3. Stratified random sampling. (2 marks)
4. Systematic random sampling. (2 marks)
5. Cluster random sampling. (2 marks)
6. (i) Highlight the challenges faced in population sampling. (4 marks)

(ii) Explain advantages and disadvantages of using questionnaires as a research instrument. (8 marks)