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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: BUSINESS RESEARCH METHODS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 18/08/2021 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 THREE (3) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

I am interested in finding out why consumers in Kenyan market prefer to purchase highly priced goods and services while cheaper alternatives are available. For example, a very high percentage of Kenyan population has remained loyal to Safaricom, yet it charges higher prices than its competitors, yes, but they continue to subscribe. There are other service providers in the market, who due to stiff competition from safaricom have only attained small percentage of the market and hence remain strugglers.

When I look the case of the motor vehicles, most Kenyans have Toyota Model, which is more expensive compared to its competitor models like Nissan, Honda, Mitsubishi and Mazda. However, Broke Kenyans are, they would rather borrow, beg or steal so as to sustain this certain level of living standards. You can find a working class individual in Garissa who prefers to be in a rental house while repaying high installments on Fuel guzzler vehicle purchased through asset financing and always eating out at the expensive 4 star hotels.

This could explain why most of young people in middle class status is highly geared. They borrow loans to spend on consumption with no investment. I would like to find like to find out why?Is it case of exploitation? Marketing psychology? Misguided notion of higher the price, the higher the value of the product? Socialization? Financial ignorance or culture patterns. What really explains this behavioral pattern. Required;

1. This is a research idea developed by BBM student in Garissa University, 2021. From this excerpt identify some key concepts you could use to identify research topic (3 Marks)
2. Describe the significance of the above research idea outline the beneficiaries this research idea. (4 Marks)
3. Explain how you would progress in identifying a research topic for the above idea using the above key concepts. (4 Marks)
4. Explain the difference between situating your work in literature and problematizing literature. (4 Marks)
5. By Use of Diagram illustrate how you would systematically present your Research Proposal on the above idea. (4 Marks)
6. Enumerate the different methods of collecting data. (5 Marks)
7. Which one the above method of data collection is the most suitable for conducting inquiry regarding BBM programme in Garissa University? (1 Mark)
8. In the above (g) method, explain its merits and Demerits. (5 Marks)

**QUESTION TWO**

1. Discuss briefly the moves you would consider to establish theorized storyline on the research idea (8 marks)
2. Describe in details how you would construct literature in the introduction of a storyline of the research idea in proposal development. (9 Marks)
3. In your own understanding, discuss how to test if the Data collected is reliable. (3 Marks)

**QUESTION THREE**

1. Explain three ways of problematizing literature that you would use in the research proposal development. (9 Marks)
2. A researcher has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favor of his plaintiff. Discuss the statement pointing out the objectives of the research. (8 Marks)
3. In the statement above, identify the scope of the statement highlighting key respondents and their role in pursuit of deriving the truth. (3 Marks)

**QUESTION ONE**

1. Research is much concerned with proper fact finding, Data analysis and result evaluation. Do you agree with this statement? Give reasons in support of your answer. (12 Marks)
2. With the aid of a chart flow, present the above answer. (8 Marks)

**QUESTION FIVE**

1. Define the following terms in the context of research methods and methodology.
   1. Synthesized coherence. (1 Mark)
   2. Progressive coherence. (1 Mark)
   3. Problem Statement. (1 Mark)
   4. Background of the study. (1 Mark)
   5. Data. (1 Mark)
   6. Plagiarism. (1 Mark)
   7. Research Hypothesis (1 Mark)
   8. Variable (1 Marks)
2. Explain the meaning and significance of the Research Design. (6 Marks)
3. Explain the factors to consider before selecting a suitable method of data collection (6 Marks)