



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**)

SECTION ONE

QUESTION ONE (COMPULSORY)

DIGITAL RETAIL INSIGHTS LIMITED (DRI Ltd)

Digital Retail Insights Ltd is a Kenyan start-up that helps supermarkets track consumer purchasing patterns using digital loyalty cards. The company has noticed a decline in repeat customers at partner supermarkets over the past six months. Management is unsure whether the decline is driven by pricing issues, customer service gaps, or increasing competition from online retail stores. The CEO has commissioned a research team to investigate the problem so that the company can improve value to its retail partners and consumers. The team now needs to design an appropriate research study.

Required:

- Develop an appropriate Research Topic
(1mk)
- Develop three **research objectives** for the study.
(3mks)
- Advise the company on whether to adopt **qualitative, quantitative, or a mixed methods** design. Justify with at least three reasons. (8 marks)
- Discuss any **four types of data collection methods** suitable for this study (8 marks)

- e) Identify and explain **any two most appropriate research designs** for this study. Justify your choice. (10 marks)

SECTION TWO

QUESTION TWO

- a) Distinguish probability **sampling** from **non-probability sampling** and give two advantages of each. (5 marks)
- b) Discuss **simple random sampling** and **stratified sampling** and indicate when each is most appropriate. (5 marks)

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) Explain any two reasons behind the use of samples in research (2marks)
- b) Explain any two major types of data analysis (2mks)
- c) Identify and explain any three tools used to gather research Data (6marks)

QUESTION FIVE

- a) Describe any **two unethical research practices** (4 marks)
- b) Explain **two threats to validity** that the research may face. (6 marks)