



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END OF SEMESTER EXAMINATION

DEPARTMENT: BUSINESS
COURSE CODE: BCM304|BIT311|BUS2313: RESEARCH METHODS

EXAM DATE: TUESDAY 9TH DECEMBER 2025

TIME: 2:00PM-4:00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer any **four questions only (Question one is compulsory)**

SECTION ONE

QUESTION ONE (COMPULSORY)

Alpha Foods Ltd. Market Expansion Research

Alpha Foods Ltd., a medium-size food processing company, plans to launch a new ready-to-eat organic cereal product in the Kenyan market. Management is uncertain about consumer acceptance, pricing, and the best promotional strategy. They have hired you as a research consultant to design and guide the research process.

The company is debating whether to use qualitative or quantitative research. The Marketing Manager believes qualitative methods will give deep insights, while the Operations Manager insists on numerical data for forecasting demand. The company also wants to know the major risks that may affect the validity and reliability of the findings.

Required:

- a) Develop an appropriate **research Topic** (1mk)
- b) Outline three **research objectives** for the study. (3 marks)
- c) Advise Alpha Foods on whether to adopt **qualitative, quantitative, or a mixed methods** design. Justify with at least three reasons. (8 marks)
- d) 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 between **basic research** and **applied research**. Provide an example of each. (4 marks)
- b) Identify and explain any three importance of research in decision-making for business managers. (6 marks)

QUESTION THREE

- 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 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) Explain any two purposes of a questionnaire in research (2marks)
- b) Describe any two question types used in research questionnaires (2marks)
- c) Identify six main sections to be included in research report writing (6mks)