

BUSINESS RESEARCH METHODS



BCM304/ BIT 311/ BUS2313: BUSINESS RESEARCH METHODS EXAM ONLINE

DATE: TUESDAY APRIL 2025

TIME: 2.00 P.M.– 5.00 P.M.

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

QUESTION 1 **COMPULSORY** **(10 MARKS)**

(a) Given the research topic below;

‘THE EFFECT OF STAFF APPRAISAL ON EMPLOYEE PERFORMANCE IN THE MINISTRY OF ENERGY’

(i) Derive the general objective of the study; **(2 Marks)**

(ii) Generate the specific objectives for the study; **(2 Marks)**

(iii) Generate the research questions for the study; **(2 Marks)**

(iv) Determine the target population for the study. **(2 Marks)**

(b) Discuss, with an appropriate example in each case, any **TWO** types of hypothesis. **(2 Marks)**

QUESTION 2 **(10 MARKS)**

(a) Using an appropriate example for each, differentiate between qualitative research and quantitative research. **(2 Marks)**

(b) Read the case study below and answer the questions that follow.

"The Promising New Drug"

A pharmaceutical company is conducting clinical trials for a promising new drug intended to treat a rare and life-threatening disease. The trial involves two groups: one receiving the new drug and the other receiving a placebo. Participants are recruited from a vulnerable population – individuals with limited access to healthcare and who are desperate for any potential treatment. During the trial, some participants in the placebo group experience a worsening of their condition, and the research team notices early signs suggesting the new

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drug is effective. However, the trial is designed to continue for a set period before any results are officially released. The company fears that early release of positive findings could jeopardize the final trial results and delay the drug's approval, potentially denying future patient's access.

(i) Explain **TWO** ethical issues present in this case study. (4 Marks)

(ii) Discuss **TWO** ways the researchers could address the ethical concerns related to the vulnerable population. (4 Marks)

QUESTION 3 (10 MARKS)

(a) When carrying out research, there are certain limitations that a researcher is bound to encounter. Explain any **TWO** common limitations in a research study. (4 Marks)

(b) Describe **THREE** types of research designs that a researcher can use in their research. (6 Marks)

QUESTION 4 (10 MARKS)

(a) Distinguish between disguised and non-disguised observation as used in research. (4 Marks)

(b) Use the information below to the answer the question that follows;

Name of the authors: James Kamau Macharia, Monica Wafula.

Year of publication: 2022.

Title: Introduction to Business Research Methods.

Publisher: Macmillan.

Place of publication: Nairobi

(i) Provide the correct referencing using the latest APA referencing style. (6 Marks)

QUESTION 5 (10 MARKS)

(a) Discuss the following in relation to data analysis in research:

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- i. Data Coding (2 Marks)
- ii. Data Entry (2 Marks)
- iii. Displaying Data (2 Marks)

(b) Explain **FOUR** challenges that researchers experience during the process of data collection and suggest possible solutions.

(4 Marks)

QUESTION 6 ***MARKS)***

(10

(a) The selection of a data collection method depends on a number of factors. Justify this statement by outlining any **TWO** of these factors. (2 Marks)

(b) Describe the major sections of a research project. (8 Marks)

End of Exam