



## **GARISSA UNIVERSITY COLLEGE**

*(A Constituent College of Moi University)*

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR ONE  
SECOND SEMESTER EXAMINATION**

**SUPPLEMENTARY/SPECIAL EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA BUSINESSMANAGEMENT**

**COURSE CODE: DBM 014**

**COURSE TITLE: BUSINESS RESEARCH METHOD**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 27/09/17**

**TIME: 02.00-05.00 PM**

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### **INSTRUCTION TO CANDIDATES**

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) 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**

*Supplementary / special exam\_*

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***please turn over***

*Good Luck – Exams Office*



### QUESTION ONE (COMPULSORY)

- (a) Giving examples, name and explain two types of DATA [4 marks]
- (b) Write short notes on the term research design [3 Marks]
- (c) In today's business world, research has become a very powerful tool in gaining market insights.
- i. What does the term business research mean [2 Marks]
  - ii. List and Explain the Challenges that a researcher may encounter while conducting business research. [8 Marks]
  - iii. How can a researcher overcome the challenges you have named above [8 Marks]

### QUESTION TWO

- (a) Differentiate between qualitative and quantitative research [4 marks]
- (b) Explain three advantages of Secondary data over primary data [6 Marks]
- (c) Define the term “ data mining” [2 Marks]
- (d) write short notes on
- i. Population
  - ii. Sample [3 Marks]

### QUESTION THREE

- (a) Outline features of a good research design [7 Marks]
- (b) Explain qualities of a good business researcher [8 Marks]

### QUESTION FOUR

- (a) Explain importance of research in business [8 Marks]
- (b) Name and explain different techniques of presenting data [7 Marks]



## QUESTION FIVE

(a) Ethics in business research provides a standard environment within which business research is conducted.

- i. Outline good ethics in business research **[4 Marks]**
- ii. How can Ethics you have named above be violated **[2 Marks]**

(b) Having the knowledge of target population in business research is an important factor in business research. How does prior knowledge help the researcher

**(Hint: justify this argument by giving examples where you can)** **[9 Marks]**

## QUESTION SIX

(a) Use of Information Communication Technology (ICT) has become a necessary tool in doing business. Explain how information communication technology assists a researcher in his work.

(Hint: Explain the Importance of ICT in today's business world)- **[8 Marks]**

(b) Highlight the main contents of business research proposal **[7 Marks]**

