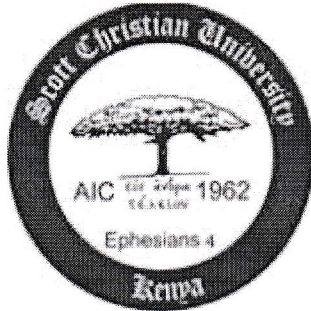




SCOTT CHRISTIAN UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES
BBA 303: BUSINESS RESEARCH METHODS
MAIN CAMPUS: EVENING PROGRAMME EXAMINATION.

DATE: DECEMBER 2016

TIME: 3 HOURS

LECTURER: TIMOTHY KILONZO

INSTRUCTIONS: Answer Question ONE and ANY OTHER THREE Questions.

SECTION A (Compulsory) 40 Marks

QUESTION ONE

You have been asked to select a topic of your own choice in your area of specialization from which you are to develop a business research proposal.

Required;

- a) Explain **five** characteristics of the specific objectives you will choose. (10 marks)
- b) Describe **five** significance of the research proposal of your choice. (10 marks)
- c) Explain **five** limitations you may face in your research. (10 marks)
- d) Explain **five** appendices you may have in your proposal. (10 marks)

SECTION B (Answer any THREE Questions) 60 Marks

QUESTION TWO

- a) Describe **five** ways of identifying a research problem. (10 marks)
- b) Describe **five** purpose of literature review. (10 marks)

QUESTION THREE

(10 marks)

- a) Discuss **five** purposes of research.
- b) Describe the following terms.
 - i. Population
 - ii. Sample
 - iii. Variable
 - iv. Research proposal
 - v. Objectives

(10 marks)

QUESTION FOUR

(10 marks)

- a) Discuss **five** sources of literature review.
- b) Describe **five** data collection instruments.

(10 marks)

QUESTION FIVE

(10 marks)

- a) Describe the following terms as used in Business Research methods.
 - i. Research
 - ii. Descriptive research
 - iii. Analytical research
 - iv. Applied research
 - v. Fundamental research
- b) Describe **five** characteristics of a good hypothesis.

(10 Marks)