



**KIBABII UNIVERSITY COLLEGE**

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**DEPARTMENT OF BUSINESS MANAGEMENT & ECONOMICS**

**2013/2014 ACADEMIC YEAR**

**3<sup>RD</sup> YEAR 1<sup>ST</sup> SEMESTER EXAMINATION**

**COURSE CODE:   BBM 316**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**DATE:           22<sup>ND</sup> AUGUST, 2014**

**TIME: 9:00A.M.-12NOON**

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**INSTRUCTIONS**

- Answer question one (1) and any other three (3) questions

### **QUESTION 1**

- a) Give the meaning of the following terminologies;
- i) Research (2 marks)
  - ii) Sample (2 marks)
  - iii) Validity (2 marks)
  - iv) Reliability (2marks)
  - v) Questionnaire (2 marks)
- b) Discuss the steps one needs to follow in order to develop a research proposal (15 marks)

### **QUESTION 2**

State and explain any three data collection methods. (15 marks)

### **QUESTION 3**

Develop a concept note for research. (15 marks)

### **QUESTION 4**

Elaborately discuss the process of sampling in research (15 marks)

### **QUESTION 5**

You have been assigned to carry out research on “the poor performance of primary schools in Bungoma County.” Discuss the qualities you will need to use in your assignment. (15 marks)