



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATIONS

3rd YEAR 1st SEMESTER 2013 /2014 ACADEMIC YEAR

FOR DEGREE OF BACHELOR OF BUSINESS STUDIES

(MAIN EXAMINATION)

COURSE CODE: DBM 112

COURSE TITLE: MARKETING PLANNING AND STRATEGY

DATE: 11th DECEMBER, 2013

TIME: 11.30 a.m. – 2.30 p.m.

INSTRUCTIONS TO CANDIDATES

Answer question **one** and any other **three** of your choice.

QUESTIONS.

1. (a) State the components of a research problem. (4mks)
(b) Explain Characteristics of Scientific Research. (5mks)
(c) Examine the rationale of the epistemological perspectives in research. (7mks)
(d) Research is a very important activity in any society. Critically discuss this statement giving relevant examples. (8mks)
(e) Briefly explain the advantages of questionnaires as data collection instruments (6mks)
2. (a) Explain the rationale of pre-testing a questionnaire. (6mks)
(b) 'The task of defining the research problem often follows a sequential patten'. Discuss. (9mks)
3. (a) Discuss the features of a good research design. (7mks)
(b) Using examples critically discuss the commonly used sampling distributions. (8mks)
4. (a) Explain the methods of a acquiring knowledge in research. (7mks)
(b) 'Experimental method of research is not suitable in educational management field'. Discuss, what are problems in the introduction of this research design in education Institutions. (8mks)