



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

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**MAY- AUGUST 2021**

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**SCHOOL OF BUSINESS**

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**DEPARTMENT OF GRADUATE BUSINESS STUDIES**

**REGULAR/EVENING/ODEL PROGRAMME**

**CMM 521: BUSINESS RESEARCH METHODS**

**Date: AUGUST 2021**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer ANY FOUR Questions**

## Question 1

The DVC Administration observes low morale of lecturers in CUEA. He thinks that if the working conditions are improved, pay scales raised and vocation benefits made attractive the morale will be improved. He doubts however, whether pay scales would improve raise the morale of the lecturers who have supplemental incomes from part time engagement in other Universities. Those who don't have any part time engagement in other universities may be happy with increased pay which may result in morale boost.

- (i). Identify a researchable topic from this case.
- (ii). Define the independent and dependent variables in this case.
- (iii). Explain the relationships among the variables.

**(15 Marks)**

## Question 2

Highlight the factors that you would consider when deciding on the size of the sample you intend to use in your research project **(15 marks)**

**Question 3**

Research is a very important activity in any society. Critical discuss this statement giving specific real life examples **(15marks)**

**Question 4.**

Explain how you would write the reference section of your work using the American psychological association format. Illustrate you explanation using a hypothetical example **(15 marks)**

**Question 5.**

Discuss the circumstances under which it would be more appropriate to use a census rather than a sample in research **(15 marks)**

**\*END\***

DET MAY 2021