



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2014 TRIMESTER

FACULTY OF COMMERCE

MBA- PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

Date: APRIL 2014

Duration: 3 Hours

INSTRUCTIONS: Answer ALL Questions

- Q1. Explain under what conditions researchers can make reasonable valid causal interpretations of their findings. Can researcher even be completely confident making such causal statements? Defend your position in answering these questions. **(10 marks)**
- Q2. Enumerate the factors that determine sample size determination in a survey design. Give a specific example of how each factor influences sample size. **(10 marks)**
- Q3. External validity and internal validity are mutually exclusive. Explain how and why that is the case. **(10 marks)**
- Q4. There are **THREE** schools of thought on research design, who classify design as follows:
- | | | |
|-----------------|-----------------|-----------------|
| School A | School B | School C |
| Qualitative | Exploratory | Survey |
| Quantitative | Descriptive | Observation |
| Mixed | Causal | Experiment |
| | | Case study |
| | | Archival |

Explain, giving examples, the link the link between these schools of thought. **(25 marks)**

Q5. It is said that probability sampling is more appropriate than non-probability sampling. Is it true? If so, why? If not, why not? **(5 marks)**

END