



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**MBA REGULAR / ODEL / EVENING PROGRAMME**

**CMM 521: BUSINESS RESEARCH METHODS**

**Date: DECEMBER 2016**

**Duration: 3 Hours**

**INSTRUCTIONS: Answer ALL Questions**

- Q1. Identify a research problem in your area of specialization. Based on the identified problem answer the following questions.
- a) identify a research problem in your area of specialization and justify it. **(4 marks)**
  - b) Develop a suitable topic for your study. What qualities should the topic have? **(6 marks)**
  - c) Develop a suitable conceptual framework clearly showing the independent, dependent, moderating and intervening variables. **(5 marks)**
  - d) Why is it necessary to develop hypothesis for this research? **(5 marks)**
  - e) Your supervisor has requested you to review literature for your research.
    - i). Why do you think it is necessary to review literature for the study? **(5 marks)**
    - ii). How would you ensure that you succeed in literature review? **(5 marks)**
- Q.2. Discuss the non probability sampling methods clearly showing the advantages and disadvantages of each. **(20 marks)**

- Q3. a) Discuss the following terms as used in research
- i). Abstract (2 marks)
  - ii). Objective (2 marks)
  - iii). Variable (2 marks)
  - iv). Bibliography (2 marks)
  - v). Reliability (2 marks)
- b) Using specific examples to illustrate your answer in each case, discuss how you would reference a textbook and a journal article using the APA (American Psychological Association) style of referencing. (10 marks)
- Q4. Discuss the concept of validity as used in research clearly showing how you would improve validity in your research. (20 marks)

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