



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY - JULY 2013 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

DATE: July 2013

DURATION: 2 Hours

INSTRUCTIONS: Answer ALL Questions

- Q1. Refer to the case "The Catalyst for Women in Financial Services" and answer the following questions:
- a) Discuss the potential conflicts between the researcher (catalyst) and research user (Smith Barney). **(10 marks)**
 - b) What concepts are inherent in this study? **(10 marks)**
 - c) Assume that the limited findings presented here are all the study covered. What would you recommend to be included in a subsequent study? **(10 marks)**
 - d) What conclusions can you make based on exhibit C – Catalyst 1 – 1 and C – Catalyst 1 – 2? **(10 marks)**
- Q2. Measurement scales are important in undertaking the operationalization of conceptual frameworks and defining data analysis procedures. Explain how this is the case. **(10 marks)**
- Q3. Distinguish between internal and external validity and explain situations where these two types of validities can occur. **(10 marks)**
- Q4. Explain situations where a case study method is most appropriate. **(20 marks)**
- Q5. There are four types of probability sampling designs, mainly:

- a) Simple random
- b) Systematic
- c) Stratified
- d) Cluster

Explain in what circumstances or conditions do we use each one of these forms of sampling designs. **(20 marks)**

END