THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

CITY CAMPUS

MAIN EXAMINATION

AUGUST - DECEMBER 2015 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

Date: DECEMBER 2015	Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and TWO then ANY OTHER ONE Questions.

Q1.   Read the case study and answer the following questions.

a) Compose FOUR questions to the small business owners relating to the case study (The role of bank overdraft usage and cash flow problems to bankruptcy)   **(8 marks)**

b) In designing a questionnaire the researcher must keep some guidelines (principles) in mind. Mention any such guidelines.   **(8 marks)**

c) Draw a diagram of conceptual framework indicating both independent and dependent variables from the case study.   **(9 marks)**

d) Write an "abstract" of about 120 words (about 12 lines) of the case study.
                                                                                              (8 marks)

Q2.   Identify the type of variables (nominal, ordinal, interval and ratio) generated from the following questions
      i   How old are you? _____ years

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ii   Indicate your marital status
  a) Single
  b) Married
  c) Separated
  d) Divorced
  e) Widowed

3b.   How often do you go to gym
  a) Always_____
  b) Usually_____
  c) Rarely_____
  d) Never_____

b4.   Rank the following detergents by assigning 1 to the most preferred choice and 3 to the least
  a) LUX_____
  b) Palmolive_____
  c) FA_____

b5.   How many minutes do you spend traveling from home to work____ **(10 marks)**

c)   There are seven major threats that affect the validity of experiments. Discuss any FOUR. **(7 marks)**

Q3. a) A manager finds that off the-job classroom training has a great impact on the productivity of the employees. However he thinks that employees over 60 years of age do not seem to derive much benefit and do not improve with such training.

List the variables in this case.
Label the variables in this case.
Explain the relationships among the variables and illustrate them by means of a diagram. **(10 marks)**

Q4. a) Discuss all the types of probability and non-probability sampling designs. What sampling design was used in the case study? **(10 marks)**

END

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