



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – JULY 2018 TRIMESTER

FACULTY OF COMMERCE

MBA REGULAR / ODEL PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

Date: JULY 2018

Duration: 3 Hours

INSTRUCTIONS: Answer ALL Questions

Q1. The Chief Executive Officer (CEO) of a company, established before the dawn of independence is facing a problem. The company which was initially profitable and attracted very many graduates to work with is currently unprofitable. It is operating, in the CEO's opinion, inefficiently. The company offers a wide range of communications facilities including parcel services in the country, region and worldwide. Initially, the company was a monopolist but with the changing world market trends and globalization; survival will be more difficult in the future. In particular, many communications and parcel service delivery companies are bypassing its services by not only offering door to door delivery but also offering the services at affordable rates. In addition, many of the companies that have joined the communications and parcel services have stationed themselves in various strategic positions so that customers can reach at their service delivery points at ease. As a research consultant, the CEO has commissioned you to undertake a comprehensive study on the firm as a whole to determine possible strategies the company can embark on to face the existing problem.

Required:

- a) Suggest an appropriate research topic/title for the research **(3 marks)**
- b) State 3 research objectives and 3 research questions for the proposed study **(6 marks)**
- c) State an appropriate research design for your study **(3 marks)**

- d) What data collection techniques would you use for your data gathering
(3 marks)
- e) Conceptualize variables in the above situation that could be used in a conceptual framework.
(3marks)
- Q2. a) Formulation of a research problem requires consideration of important components which when in place a problem statement becomes researchable. What do you think composes a well formulated research problem?
(3 marks)
- b) What does measurement mean in research?
(1 mark)
- c) Identify and describe the type of scales used in undertaking measurement of variables in a scientific study.
(8 marks)
- Q3. Theory is often reviewed as speculative or ivory tower pre-occupation usually engaged in by academicians at the university. Some people however think that we operate on theories we hold and practice would be seriously affected if there were no theoretical proposals to guide it. Explain to a research methods class the role of theory and ways in which theory can be generated.
(15 marks)
- Q4. a) You have been tasked to draw up a closed-ended questionnaire for the following quantitative research problem: The impact of service quality on the brand image of the Catholic University of Eastern Africa (CUEA) as a university of choice. Your questionnaire should have 10 questions, which is comprised of socio-demographic questions; information and attitude questions; and content related questions.
(12 marks)
- b) Briefly explain any Multivariate statistical technique used in research.
(3 marks)

END