



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

O DEL PROGRAMME

CMM 325: BUSINESS RESEARCH METHODS

Date: APRIL 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

Q1. Telkom (K) Ltd. has realized from the quarterly performance reports that 30% of the workforce has been absent from their jobs in the third quarter of 2017. This has significantly impacted on the results of September, October and November 2017. As a consultant, the CEO has requested you to prepare and probe this problem.

- a) Develop a suitable topic/title for the problem. What qualities should the topic have? **(5marks)**
- b) Formulate three objectives for your study **(3 marks)**
- c) Explain what you would consider in preparing the instrument (questionnaire) you would use to collect data. **(7 marks)**
- d) List five questions that you would like to include in the questionnaire you would use in the above research. **(5 marks)**
- e) Identify and discuss ethical concerns that may arise while undertaking this research and how you would overcome them. **(10 marks)**

Q2. 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. **(20 marks)**

- Q3. a) There is no simple classification system that defines all researches undertaken but at least there are different perspectives of classifying research designs. Explain *Five (5)* of the classification perspectives. **(15 marks)**
- b) Why is literature review conducted? Briefly explain **(5 marks)**
- Q4. a) As a consultant you have been requested to present a paper in a training session of research students both undergraduate and postgraduate classes of 2018 on: "*The principle stages of research process*". Outline what you would present to them as your notes. **(14 marks)**
- b) Write short notes on the following. Each sub-question carries two marks.
- i) Qualitative data analysis vs Quantitative data analysis
 - ii) Research proposal vs Research report
 - iii) Field work **(6 marks)**

END