



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY – APRIL 2018 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMM 325: BUSINESS RESEARCH METHODS**

**Date: APRIL 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. Business research Methods is a unit taught to enable students to understand how to write proposals in future for the purposes of raising funds. With this in mind
- a) Explain the qualities of a good research topic. **(10 Marks)**
  - b) Formulate a topic and construct a conceptual framework. **(10 Marks)**
  - c) Discuss the main methods researchers use to collect primary data **(10 Marks)**
- Q2. Using the topic you selected in 1b, prepare a dummy questionnaire. **(15 marks)**
- Q3. Explain the common mistakes researchers do when writing proposals. **(15 Marks)**
- Q4. Explain the following concepts as used in research.
- a) Target Population
  - b) Probability Sampling
  - c) Dependent variable
  - d) Independent variable
  - e) Binary Variable **(15 Marks)**

**\*END\***