



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 325: BUSINESS RESEARCH METHODS

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) "Research is not an art it is a science", with illustrations, argue this point out **(15marks)**
- b) You want to carry out a study on drug and substance abuse and consumption of soft drinks. What ethical issues will you consider in your study? **(15marks)**
- Q2. You have been asked to conduct a study, state the problem, formulate your research topic and give a conceptual framework of the study clearly showing the variables **(20marks)**
- Q3. Writing a research proposal is a scientific process. Briefly discuss what this process entails? **(20marks)**
- Q4. a) In your study proposal under sampling and sample size you have showed your university supervisor that you prefer using a sample than census and your supervisor accepts your proposal recommending qualities of an effective sample. Provide your argument why you prefer a sample than census and qualities of an effective sample? **(15marks)**
- b) Tennis Magazine conducted a mail survey of its subscribers to gain a better understand of its market. A sample of 1472 was desired from a subscriber's list of 1472000 names **(5marks)**

- i) Required: Which was the best sampling method to use?
- ii) What was the sample interval?
- iii) If for example the random No. is 47, list at least 10 elements which would consist in the samples

END