



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

MBA – REGULAR/ EVENING/ODEL PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

Date: DECEMBER 2019

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

Read the scenario below and answer the following questions

ABC bank is an institution whose business is solely dealing with money matters. There occurred a scenario where an officer in the business development department was going on leave and she had to hand over her work portfolio to another officer. Let's give Anne as the name of the officer proceeding on leave. Anne's role as a business development officer is to seek clients to open corporate accounts as well as personal accounts with the bank. Anne pitched a business line to a corporate client to the bank and proceeded on leave. For the bank to start transacting with the client, there are critical processes that needed to be undertaken that entailed client analysis before the client can be cleared to transact with the bank. Of course, corporate accounts are beneficial to the client because the client can have access to loans, overdrafts and other business suited facilities once the client- bank relationship is established. On the other hand, the bank will benefit due to deposit mobilization and thus utilize that money to loan other bank clients to make more money.

So, immediately Anne introduced the client to the bank, she proceeded on leave and handed over the client to Mercy, a workmate in the same department. Anne having not done the client analysis, Mercy took over the client and embarked on all the processes required i.e. client analysis, such as analysis of client financial standing, income flow of the client, business portfolio of the client etc. After which she prepared a proposal and defended the eligibility of the client to the bank credit Committee. The credit committee members were impressed with what Mercy had submitted and finally enlisted the client as one of their customers. In banks, when an officer brings on a client, it is a plus for that officer as having brought business to the bank and thus her target book is updated.

When Anne came back from leave, she noted that the client she had introduced to the bank was credited to Mercy's target book and was not amused. She claimed that the client was hers but at the same time, Mercy argued that in as much as Anne had introduced the client to the bank, she did not undertake the processes required which is more tedious than just introducing and thus, Mercy could not relent for the client to be credited on Ann's target book. Information reaching the executives, they agreed that surely it was Mercy who had done the job and thus, she deserves the credit. Anne was not amused. To cut the story short, Mercy's target book was updated with the client.

- Q1. a) (i) Formulate a research topic from this scenario **(2 Marks)**
(ii) State the research Questions based on the topic **(6 Marks)**
(iii) Construct a dummy Conceptual Framework **(2 Marks)**
b) Discuss the sampling methodology you would use to conduct this research **(10 Marks)**
c) Define the independent and dependent Variables. **(10 Marks)**

Q2. A questionnaire is a tool that is used to collect data in any research. Come up with a topic of your choice and formulate a dummy questionnaire that can enable you collect data for the topic. **(10 Marks)**

Q3. Discuss different types of research designs showing the scenarios where they are applicable. **(10 Marks)**

Q4. Explain why research is important in the modern world. **(10 Marks)**

Q5. Justify why a particular topic is researchable. **(10 Marks)**

END