

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF COMMERCE

BCOM 400: RESEARCH METHODS

STREAM:

TIME: 2 HRS

DAY: MONDAY [11.30-13.30 P.M]

DATE: 11/12/2023

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



Instruction: Answer Question ONE and any other TWO questions**Question ONE (Compulsory)**

Kenya Airways, one of the most vibrant of Africa's air carriers is constantly looking for new ways to serve the needs of air travellers. Management would like to offer some new service that will give it a competitive advantage. Toward this end, a few managers convened in a brainstorming session and generated a number of ideas revolving around better food service, in-flight entertainment, newspaper and magazine availability, and so on. In other major airlines which offer in-flight telephone services thirty thousand feet and plus above the earth, it is conceivable that in such a brainstorming session, a manager came up with the idea of offering such a service. The other managers got excited about this service and agreed that it should be researched further. The marketing manager who had suggested the idea volunteered to do some preliminary research. He contacted a major telecommunications company to find out the cost of providing this service on a Jumbo jet flying from say, Europe to Africa. The Telecommunications Company said that the service would cost the airline about Kshs 60,000 a flight. The airline could break even if it charged Kshs 1,500 per phone call and if at least forty passengers made calls during the flight.

Suppose as the company's research manager, you have been tasked to find out how air travellers would respond to this service;

- a) Describe the critical stages you will undertake in executing the study (6mks)
- b) Define and state the problem to be investigated (6mks)
- c) Construct three research objectives for the study (6mks)
- d) Draw a schematic diagram of a conceptual framework for the study (6mks)
- e) Suggest and explain the methods of data collection for the study (6mks)

Question TWO

- a) Given the costs of business research, its contribution towards organizational success has been said to be growing over time. Do you support this statement? Explain (10mks)
- b) Majority of business researches are said to be scientific in nature. In view of this, explain the characteristics of scientific research. (10mks)



Question THREE

- a) Sampling is a scientific way of getting representatives from a proportion of relevant population in a study. In view of this statement, discuss any five probability sampling techniques in business research. (10mks)
- b) Explain the circumstances under which a researcher may opt to adopt non-probabilistic sampling technique. (10mks)

Question FOUR

- a) While examining the types of literature review, explain its importance in developing a research proposal. (10mks)
- b) Evaluate the critical ethical issues that you are expected to consider in initiating, conducting and reporting business research. (10mks)

Question FIVE

- a) Using relevant examples, explain why some research reports may prove not very useful to managers (10mks)
- b) As a researcher, explain the factors that you will take into consideration when selecting method for data collection. (10mks)

