

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF COMMERCE

BCOM 411: RESEARCH METHODS

STREAM:

TIME: 2 HRS

DAY: THURSDAY [2.30 P.M-4.30 P.M] DATE: 5/02/2026

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

Instruction: Answer Question ONE and any other TWO questions

Question ONE

Suppose you have been asked to carry out a research on factors influencing choice of private hostels by students in Laikipia University;

- a) Describe the procedure you will use to undertake the task **(10mks)**
- b) Giving reasons, suggest the research design you are likely to adopt **(10mks)**
- c) Explain the likely benefits of undertaking such a study **(10mks)**

Question TWO

- a) If you have been appointed as a manager of a company, discuss the reasons why you would invest in research. **(10mks)**
- b) Using examples, explain the types and importance of literature review in any field research exercise. **(10mks)**

Question THREE

- a) You have been given an assignment to carry out research on a topic of your choice, explain the probabilistic sampling techniques you will use in the study **(10mks)**
- b) Since business research as a scientific process, explain the characteristics you will look for to ensure credibility of results **(10mks)**

Question FOUR

- a) As a manager, explain why you may hire outside consultants to conduct research for your organization. **(10mks)**
- b) Explain the ethical issues that should be considered during planning, organizing and reporting business research. **(10mks)**