MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER

SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: DBM 9101

COURSE TITLE: RESEARCH METHODS

 DATE   TIME:

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **THREE** questions
2. *This paper consists of 3 printed pages. Please turn over.*

QUESTION ONE

Research is a systematic and scientific process that involves collection and analysis of information concerning a situation under study. Based on this understanding help the management of Maxwell Ltd to make management decisions on certain products based on the following:

  i.   The key consideration in locating and defining the problem of study.
  (5 marks)
  ii.   Think of a relevant research problem that fits Maxwell Ltd and write it down taking into account all the attributes of a good problem statement.   **(10 marks)**
  iii.   Describe the relevant research designs to choose from in order to conduct the research appropriately.   **10 marks)**

QUESTION TWO

From the research problem identified in question one(iii), formulate the relevant research topic, five objectives, research questions, hypothesis and conceptual framework to the study.   **(15 marks)**

QUESTION THREE

Research is a sequential process that begins with problem statement, identification of research gap and ends with recommendation to researchers for further studies. As a lead consultant to Maxwell Ltd, outline the relevant steps to consider in undertaking investigation on the company products for decision making.   **(15 marks)**

QUESTION FOUR

Data collection is the process of gathering the relevant information about the issue under study. Information collected can be used to provide or refute some facts concerning an issue. Given a chance to train on data collection procedure, explain to the trainees on the relevant method applicable in research.   **(15 marks)**

QUESTION FIVE

WORLD Vision Kenya requested for your expertise in data analysis on data collected from the Female Genital Mutilation survey for study among the Ogieks of East Africa. Describe to the institution management on the possible methods to be used in the analysis of both numerical and non-numeric information collected from the target group.   **(15 marks)**