PROGRAM: 2nd year.

BIT GIKONDO

MODULE TITLE: Business Research Methodology

NUMBER OF CREDITS: 15 credits CAT

Academic year: 2023-2024

Date: 10 MAY 2024; Time allowed: 1; 30Hrs; Maximum marks: 30 marks

***Section A (10 marks) Choose the correct answer for all questions in this section***

1. What is the primary goal of business research?
   1. To generate profits
   2. To gather information
   3. **To improve decision-making**
   4. To advertise products
2. Which of the following is not a characteristic of good research?
   1. Systernatic
   2. Replicable
   3. **Biased**
   4. Valid
3. Which type of research focuses on discovering new knowledge?
   1. Descriptive research
   2. **Exploratory research**
   3. Causal researched
   4. None of the above.
4. Which of the following is not a benefit of conducting a thorough literature review?
   1. It helps in formulating research questions and hypotheses.
   2. It provides a theoretical framework for the study.
   3. **It reduces the need for data collection.**
   4. It enhances the credibility and validity of the research.
5. What is meant by the term "peer-reviewed" in the context of literature review?
   1. Literature written by academic peers
   2. **Literature reviewed by colleagues before publication**
   3. Literature with a specific target audience
   4. Literature with controversial viewpoints.
6. Which source is typically considered the most credible in academic research?
   1. Blog posts
   2. **Scholarly journals**
   3. Newspaper articles
   4. Social media posts.
7. What is the purpose of the methodology chapter in a research study?
   1. To present the background of the research topic
   2. To discuss the ethical considerations of the study
   3. **To describe the research process and methods used**
   4. To showcase the results and findings
8. Which of the following is an example of a qualitative research method?
   1. Survey questionnaire
   2. Experimental study
   3. **Case study**
   4. Regression analysis
9. What is the advantage of using a quantitative research approach?
   1. It allows for-depth exploration of complex phenomena.
   2. **I provides numerical data that can be statistically analyzed.**
   3. It requires smaller sample sizes compared to qualitative research.
   4. It is more flexible and adaptable to changes in research objectives.
10. Which sampling method involves selecting participants based on specific characteristics to ensure diversity in the sample?
    1. Convenience sampling
    2. **Stratified sampling**
    3. Snowball sampling
    4. Purposive sampling.

***Section B Compulsory question*. 20 marks**

Case Study:

A multinational company is experiencing a decline in employee productivity and morale. As part of their strategic planning, they decide to conduct a research study to identify the factors contributing to these issues and propose solutions. Design a research plan for this case study including the research objectives, research questions, and research methodology.

***Section C Choose anyone question*** **10marks**

1. Explain the difference between exploratory, descriptive, and causal research designs. Provide scenarios where each type of research design would be most appropriate.

2. Why is a literature review an essential component of business research methodology? Discuss the key purposes and benefits of conducting a thorough literature review.

3, Discuss the ethical considerations that researchers must address when conducting busine research. How do ethical principles contribute to research integrity and credibility?

GOOD LUCK