



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : BBM 2053

COURSE : RESEARCH METHODOLOGY

SEMESTER/SESSION : 2 - 2024/2025

DURATION : 3 HOURS

Instructions:

1. This booklet contains 3 questions. Answer all questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define what is research. (2 marks)
- b) Business research is divided into applied research and fundamental research.
Define with example
- i. Applied research. (4 marks)
- ii. Fundamental research. (4 marks)
- c) Explain three (3) reasons why manager should be knowledgeable about research and research methods. (3 marks)
- d) Discuss the role of consultant that is hired by a manager to study or do research on a complex problem encountered by the company. (4 marks)
- e) Compare the role, the advantage and disadvantage of:
- i. Internal consultant. (6 marks)
- ii. External consultant. (6 marks)
- f) Illustrate the ethical conduct applies to the organization, researchers, sponsors and also respondents. (4 marks)

QUESTION 2

- a) Define what is research problem. (2 marks)
- b) State the three (3) initial steps of refining a broad research problem into a topic. (3 marks)
- c) Preliminary research is a study done in order to get the general information regarding the topic. One classification of preliminary research is contextual factors. List eight (8) possible contextual factors. (8 marks)
- d) The contextual information can be obtained through various primary and/or secondary data collection methods. Discuss:
- i. What is secondary and primary data? (4 marks)
 - ii. What is the nature and value of four (4) secondary data that should be evaluated before using it? (12 marks)
- e) Illustrate a good problem statement. (4 marks)

QUESTION 3

- a) Identify the purpose of critical literature review. (6 marks)
- b) A literature review involves identifying source materials that are available on the topic of interest. Describe the source materials in gathering a good literature review in relevant interest topic. (16 marks)
- a) Illustrate the APA referencing for:
- i. Textbook. (2 marks)
 - ii. Book chapter. (2 marks)
 - iii. Journal article. (2 marks)
 - iv. Journal article in press. (2 marks)
 - v. Conference proceeding. (2 marks)
 - vi. Newspaper article. (2 marks)

-----End of question-----