



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

BUS2313: BUSINESS RESEARCH METHODS

WEDNESDAY APRIL 1ST, 2015

0800HRS – 1100HRS

INSTRUCTIONS

- This exam paper has **Six(6)** Questions
- Answer **Any Five** Questions
- Write your **student number** on the answer booklet provided.
- Read all questions carefully before attempting.
- Use a new page for every question attempted and indicate the question number on the space provided on each page of the answer sheet.

Question 1.

- a) Discuss the following terms
 - i. Probability Sampling (5 marks)
 - ii. Non-Probability Sampling (5 Marks)
- b) Analyze the four frameworks of research (10 Marks)

Question 2

- a. Discuss the research process (10 Marks)
- b. Explain five methodologies of conducting research (10 marks)

Question 3

- a. Describe five ethical practices in research (10 marks)
- b. Discuss the importance of literature review in research (10 marks)

Question 4

- a. Describe Quantitative research (10 Marks)
- b. Compare and contrast between Primary and secondary data in research (10 marks)

Question 5

- a. Explain five sources of literature review in research (10 marks)
- b. Outline five tools of research (10 marks)

Question 6

- a. Discuss the five generic areas of research (10 marks)
- b. Describe the five important qualities of research (10 marks)