



STRATHMORE INSTITUTE OF MANAGEMENT AND TECHNOLOGY
DIPLOMA IN ENTREPRENEURSHIP AND BUSINESS CREATION
END OF SEMESTER EXAMINATION
UNIT CODE: DE 1206
RESEARCH METHODS IN ENTREPRENEURSHIP

DATE: 12th January 2022

TIME: (2 Hours)

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on the question paper.

QUESTION ONE. (30 MARKS)

Express place, a retail store located in a busy street, has operated well for five years. In the recent past, the business has been experiencing declining sales and cash flow problems. The founder has engaged your service as a research consultant to find out reasons for falling sales

- a) Explain the importance of conducting research (**5Marks**)
- b) Identify five sources of secondary data for the above study (**10Marks**)
- c) Describe five sources of primary data for the research on declining sales (**10 Marks**)
- d) Explain five benefits of using probability sampling technique in research (**5Marks**)

QUESTION TWO. (15MARKS)

A marketer working for a large firm has a yearly target of growing sales of a low performing product by 10% within a year. The product is a loan facility targeting Small business enterprises branded *scale-up credit*.

To achieve this target, the marketer would require conducting research and obtaining data that will inform strategic actions.

- a) Describe five steps in planning market research **(10Marks)**
- b) Describe sampling techniques appropriate for this research **(5Marks)**

QUESTION THREE. (15MARKS)

A researcher working for an Agriculture farm hub based in Maringa County is interested in exploring customer attitudes towards consuming fresh goat milk and yoghurt produced by Shamba dairy farm. The researcher intends to obtain qualitative data using a focused group discussion.

- a) Describe steps to be followed by a researcher in conducting focus group interviews. **(10Marks)**
- b) Describe methods of analyzing qualitative research data. **(5 Marks).**

QUESTION FOUR. (15MARKS)

An entrepreneur in daily processes is interested in establishing factors influencing consumers' choice of milk products brands at supermarkets and other retail stores.

- a) Advise him on appropriate methods of obtaining data useful in the research **(9marks)**.
- b) Illustrate the importance of conducting customer research to the entrepreneurs. **(6Marks)**

QUESTION FIVE. (15 MARKS)

A recent survey indicates that e-commerce has progressed beyond search engine optimization to other marketing channels and interacting with customers. Businesses can connect with their shoppers via websites, social media, email, and physical outlets.

This connection creates multiple touch-points for customers to connect and shop from you. Customers can purchase online, pick up their orders at a physical store, return any defective items online, and avail of discount offers based on a certain number of referrals. This blended physical and online experience drives more sales.

- a) Explain the importance of research for entrepreneurs **(5Marks)**
- b) Outline five factors that have enabled e-commerce **(10Marks)**