



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS**

**SPECIAL EXAMINATION  
BAA 3205: RESEARCH METHODS**

**Date: 19<sup>th</sup> May 2023**

**Time: 10:30 – 12:30**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**Question One**

**The Friendly Telephone Company**

- a) Customer complaints were mounting, and letters of complaint detailing the problems they experienced with the residential telephone lines were constantly pouring in at the Friendly Telephone Company. The company wanted to pinpoint the specific problems and take corrective action.

Researchers were called in, and they spoke to a number of customers, noting the nature of the specific problems they faced. Because the problem had to be attended to very quickly, they developed a theoretical base, collected relevant detailed information from a sample of 100 customers, and analysed the data. The results promise to be fairly accurate with at least an 85% chance of success in problem solving. The researchers will make recommendations to the company based on the results of data analysis

- i. Explain the type of research design used by the researchers in this case **(6 Marks)**
  - ii. Clearly state the problem the company was experiencing **( 4 Marks)**
- b) Companies are increasingly using technology to carry out research. Enumerate using relevant illustrations the importance of technology in information gathering and dissemination **(20 marks)**

### **Question Two**

- a) A friend has approached you to assist them write a research proposal on an upcoming project on the cause and effect of customer defections to organizations profitability. Using relevant illustrations explain the basic contents you will include in the report. **(12 Marks)**
- b) Scientific research equips managers with an awareness and comprehension of environmental variables. Explain why managers require competence in carrying out scientific research. **(8 Marks)**

### **Question Three**

- a) Companies are interested in acquiring other firms even when the latter operate in totally unrelated realm of business. Such acquisitions are claimed to work miracles. However given, the volatility of the stock market and the slowing down of business, many companies are not sure whether such acquisitions involve too much risk. At the same time, they also wonder if they are missing out on a great business opportunity if they fail to take such risk. Some research is needed here.

Given the situation above

- i. Discuss whether it falls into the category of basic or applied research. **(4 Marks)**
- ii. Explain with reasons who should conduct the research. **(6 Marks)**
- b) Researchers have to deal with various ethical challenges that confront them in the course of carrying out research. Describe five such challenges illustrating how they can be overcome. **(10 Marks)**

### **Question Four**

Assume you are a research executive at a leading research company in Kenya. One of your clients, Absa Kenya has indicated that they are losing their customers to Equity bank. The managers at Absa do not seem to understand who their customers are, or what their customers banking needs and preferences are any more. They also do not understand how their brand is viewed, and how many people still think positively of their bank. They have requested you to carry out research for them

- a) State and explain two research objectives you would set for this case illustrating why they are important. **(8 marks)**
- b) Describe the research design you will adopt illustrating why it is important for the problem at hand **(12 marks)**

### **Question Five**

The Director Business development for a leading oil marketing firm wants to establish why sales have been on a rapid decline in the last six months. As a researcher advise her on:

- a) Two data collection methods she can use giving two reasons for the choice of each method.  
**(10 marks)**
  
- b) The sampling design he can adopt to ensure the data collected is representative and relevant.  
**(10 marks)**