



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS

SPECIAL EXAMINATION

BAA 3205: RESEARCH METHODS

DATE: 8th May2025

TIME: 09:00 – 11:00

Instructions

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

Question One

- a) You have been appointed to conduct research on the role of arbitration on conflict resolution and justice administration in Kenya. You have just concluded the research and preparing to write the report. Explain the structure you will adopt in writing the report. **(20 Marks)**
- b) Managers need to be knowledgeable on research skills in order to make better quality decisions. It is an important skill for managers in a rapidly globalised market and dynamic business environment. Explain the relevance of this statement in light of the changing dynamics in business management. **(10 Marks)**

Total 30 marks

Question Two

- a) Conducting research entails working with persons of different characters, expectations and demands, hence the need for research ethics. Using examples explain ethical issues that researchers should address to achieve the desired research objectives. **(10 marks)**
- b) As a manager you have a choice to conduct research using consulting agencies or doing it in-house based on the nature of the problem. Explain the factors that would influence the choice of either parties in research. **(10 marks)**

Question Three

- a) The principal of sampling in research is conceptualised to help solve a number of issues in research. What justification would you advance for using sampling methodology in research? **(10 marks)**
- b) A good research design determines the quality of the research report. A friend has requested you to advise them on the factors they should consider in selecting an appropriate research design for an upcoming project. Explain five such factors. **(10 marks)**

Question Four

The marketing manager of Relac Industries a leading fruit based juice producer 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 she can adopt to ensure the data collected is representative and relevant. **(10 marks)**

Question Five

- a) A friend has collected data for a research project on e-Commerce application. They have requested you to help them analyse the data and write a report. Explain how you will undertake this task. **(14 marks)**
- b) The research report is crucial in decision making. Describe the characteristics that define the quality of the research report. **(6marks)**