



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

DATE: 24th May 2021

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 (Question ONE (COMPULSORY))

Question One

- a) Sam Lombard , a retailer with a store located in a busy street has operated well for the past five years. In the recent past, the business has been experiencing declining sales and resulting to cashflow problems. Explain five reasons why entrepreneurs conduct research **(10Marks)**
- b) Explain the difference between qualitative and quantitative research **(8Marks)**
- c) Jonah, a graduate research assistant, has sought your explanation on the role of maintaining ethical standards during the research process. Advise him. **(6Marks)**.
- d) Explain four steps process used by researcher to validate qualitative data for analysis. **(6Marks)**

Question Two.

A marketer working for a large firm has a yearly target of growing sales of a low performing product by 3% within a year. To achieve this target, the marketer would require carrying out research and obtain data that will inform strategic actions.

- a) Describe sources of primary and secondary data that could be of interest to the marketer. **(15Marks)**.

Question three.

A researcher working for an Agriculture farm hub based in Muran'ga county is interested in exploring customer attitude towards consumption of 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) Advise him on the crucial role of a moderator during the focused group interview. **(5marks)**

Question four.

An entrepreneur is in the business of daily process is interested in establishing factors influencing consumers the choice of milk products brands at a supermarkets and other retail stores.

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

Question five.

An entrepreneur is interested in conducting research to establish the market size and customer target for an e-commerce shop.

- a) Explain five sources of literature review for the research. **(10Marks)**.
- b) Give five reasons why it is important to conduct literature review. **(5 Marks)**