



**STRATHMORE INSTITUTE  
DIPLOMA IN INTERNATIONAL RELATIONS  
END OF SEMESTER EXAMINATION  
DIR 1206 - Research methods in entrepreneurship**

**DATE: 22<sup>nd</sup> August 2019**

**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 this question paper.

**QUESTION ONE – COMPULSORY QUESTION**

1a) Market research is a proven and practical method to answer critically important business questions in a reliable manner. Using relevant examples, discuss at least 15 importance of research in business management. **(15Marks)**

1b) Usafi Ltd is a company that manufacture detergents. As part of its Corporate Social Responsibility, the company want to implement a youth empowerment program in Kieleweke village. You have been appointed to facilitate a research among the youth in Kieleweke village that will guide Usafi to identify the most ideal project to support that benefit the youth. Part of your assignment is to identify the most appropriate type of research you will use to get the youth be involved in the process. Identify the type of research you will use with the community and explain at least 10 reasons why such research type is appropriate. **(12Marks)**

1c) Briefly discuss four (4) characteristics of a research design. **(8Marks)**

**QUESTION TWO**

Many Kenyans operating businesses in Southern Sudan have been affected adversely due to the civil strife among the citizens of Southern Sudan. As a researcher in entrepreneurship, you have been appointed by the Ministry of Foreign Affairs in Kenya to help the ministry develop a research design that would address this challenge. Discuss the step by step how you would help solve the problems using a systematic research approach. **(15Marks)**

**QUESTION THREE**

A group of graduates from Strathmore University who were taking a Diploma in Entrepreneurship want to start a manufacturing company in Kiambu County, near the Nachu/Ndacha Standard Gauge Railway (SGR) station. They have approached you to advise them how to get funding for starting the manufacturing company. Discuss ten possible sources of funds you will advise them to consider for their initiative. **(15Marks)**

#### **QUESTION FOUR**

After University you teamed up with your classmates from DRC. You have agreed to set up a manufacturing company that that will create employment among the youth in the two countries. What are the key steps you will follow to get your business financed? **(15Marks)**

#### **QUESTION FIVE**

As a consultant you have been invited for an interview by Rafiki, an NGO that want to hire you to carry out a research for them. During the interview, the panel ask you two sets of questions which you are supposed to answer with relevant examples for you to get the job:

- i) The main difference between Basic research and Applied Research? **(8Marks)**
- ii) What is a conceptual framework **(7Marks)**