



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN INTERNATIONAL STUDIES
BACHELOR OF ARTS IN COMMUNICATION
BACHELOR OF ARTS IN DEVELOPMENT STUDIES AND PHILOSOPHY**

END OF SEMESTER EXAMINATION

BAA 3205: RESEARCH METHODS

Date: 4th March 2024

Time: 15:30 – 17:30

Instructions

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

QUESTION ONE

The Strathmore Energy and Research Centre (SERC) is in the process of conducting a review of their value proposition based on the outcomes of global trends in climate innovation and resilience interventions by the global community. They reckon that their current market positioning is not aligned to the realities of a rapidly dynamic global business environment.

- a) State the problem in the case situation of (SERC) above. **(4 marks)**
- b) State three objectives the centre would seek to achieve in conducting the research? **(6 marks)**
- c) State two hypotheses that could be posited for this study? **(8 marks)**
- d) Identify and explain six reasons why a thorough literature review is crucial in defining the research problem? **(12 Marks)**

QUESTION TWO

- a) Research enables managers to study, analyse and derive critical information for decision making. As a manager what criteria can you use to determine whether research findings presented to you by a consultant you had hired are good or bad? **(10 marks)**
- b) Explain the meaning of a research gap. **(4 marks)**
- c) Differentiate between the terms ‘research methodology’ and ‘research methods’. **(6 marks)**

QUESTION THREE

- a) Identify and discuss three types of research designs that a researcher can adopt when answering a research question for a problem they are investigating
(12 marks)
- b) Explain the factors that one should consider when deciding on a data collection method to adopt for their study, give two examples?
(8 marks)

QUESTION FOUR

- a) Strathmore Catering Services have just concluded an online survey using an online questionnaire to help improve their customer value proposition. They have approached you to help them analyse the data and write a report. Explain how you will undertake this task.
(12 marks)
- b) Explain how you will ensure that the research report meets the required parameters to inform their decision making.
(8 marks)

QUESTION FIVE

- a) Research knowledge is an important skill for managers in a rapidly globalised market and dynamic business environment. Using examples explain the relevance of this statement in business practice.
(10 Marks)
- b) You are required to collect data from a heterogeneous student population at Strathmore University about their expectations of career choices after graduation. Discuss any two sampling methods you will use highlighting the advantages and disadvantages of each.
(10 marks)