



STRATHMORE INSTITUTE OF MANAGEMENT AND TECHNOLOGY
DIPLOMA ENTREPRENEURSHIP AND BUSINESS CREATION
END OF SEMESTER EXAMINATION

DE 1206: RESEARCH METHODS IN ENTREPRENEURSHIP

DATE: 10th December 2020

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) Research is an integral process in entrepreneurship. Explain five reasons why entrepreneurs conduct research before launching a new product in the market (**10Marks**).
- b) Research designs refer to the structure and strategy of investigation conceived to obtain answers to research questions Describe five functions of research designs (**10marks**).
- c) Jonah, a graduate research assistant, has sought your explanation on the role of maintaining ethical standards during the research process. Advise him. (**10Marks**).

Question Two.

- a) A marketer working for a large firm has a yearly target of growing sales of a low performing product by 3% within 3years each divided in to three quarters per year. you are required to advice on internal sources of data relating to past marketing efforts that can be used to inform his strategic actions (**10marks**).
- b) Identify five sources of external data that could be of interest to the marketer (**5Marks**).

Question three

A researcher working for an Agriculture farm hub based in Muranga 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) Explain to him five types of data that can be obtained using focused group discussion **(5marks)**.
- b) Advise him on the key role of a moderator during the focused group interview **(4marks)**.
- c) Explain three advantages and three limitations of focused group interview as a method of data collection **(6marks)**.

Question four.

An entrepreneur in the business of daily process is interested in carrying out research to establish factor influencing consumers the choice of products at a supermarket.

Advise him on four methods that can be used to obtain primary data and five sources of secondary data that can be useful in the research **(15marks)**.

Question five.

Distinguish between quantitative and qualitative research and illustrate how each can be applied when conducting how customers are adopting to new products in the market **(7Marks)**.

Explain four steps process used by researcher to validate qualitative data for the purpose of analysis **(8Marks)**.