



**STRATHMORE INSTITUTE  
DIPLOMA IN INTERNATIONAL RELATIONS  
END OF SEMESTER EXAMINATION  
DIR 1206: RESEARCH METHODS IN ENTREPRENEURSHIP**

**DATE: 26<sup>th</sup> August 2022**

**Time: 2 Hours**

**Instructions**

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

**QUESTION ONE – COMPULSORY QUESTION**

1a) Many organizations will reach a point in which they get stuck, or are unable to progress any further in accomplishing their business goals. So, it is important that organizations recognize the benefits that can come from purchasing or conducting market research. While sometimes difficult to draw a direct line between market research and ROI, its role in helping organizations reach their goals is a critical enough reason for ensuring your organization conducts adequate market research. Using relevant examples, discuss at least 10 importance of research in business management. **(10Marks)**

1b) Mega Ltd is a company that manufacture detergents. As part of its Corporate Social Responsibility, the company want to implement a youth empowerment program in Kiatu Kwisha village. You have been appointed to facilitate a research among the youth in Kiatu Kwisha village that will guide Mega Ltd. 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 to be used to get the youth involved in the process. Explain the type of research citing 10 reasons why the type of research you have chosen is appropriate. **(12Marks)**

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

**QUESTION TWO**

Many Kenyans operating businesses in Somalia have been affected adversely by to the civil strife among the citizens of Somalia. 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 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 Nakuru County, near the Naivasha Standard Gauge Railway (SGR) Terminus. They have approached you to advise them on 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 Uganda. You have agreed to set up a manufacturing company that that will create employment among the youth in the two countries. Discuss 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 Murio, 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)**