



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER – DECEMBER 2019 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**DAY PROGRAMME**

**RBA 302: BUSINESS RESEARCH METHODS**

**DATE: 17<sup>TH</sup> DECEMBER 2019**

**TIME: 2 HOURS**

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**GENERAL INSTRUCTIONS:**

Students are **NOT** permitted to write on the examination paper during reading time.

This is a closed book examination. Text books/reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

1. Write your **ADMISSION NUMBER** clearly on the cover of the answer booklet(s).
2. Answer **Question One** and **ANY** other **TWO** questions.
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. **PLEASE** start the answer to **EACH** question on a **NEW PAGE**.
6. Indicate the number of the questions answered on the cover of the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) **SWITCHED OFF** at the front of the examination room.
9. Keep **ALL** bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room **30 minutes** to the end of the Examination.

**QUESTION ONE**

**(30 MARKS)**

**USE THE FOLLOWING CASE STUDY TO ANSWER QUESTION ONE**

**Eliud Kipchoge Breaks Two-Hour Marathon Barrier By Andrew Keh NewYotk Times  
(2019/10/12)**

On a misty Saturday morning in Vienna, on a course specially chosen for speed, in an athletic spectacle of historic proportions, Eliud Kipchoge of Kenya ran 26.2 miles in a once-inconceivable time of 1 hour 59 minutes 40 seconds. In becoming the first person to cover the marathon distance in less than two hours, Kipchoge, 34, achieved a sports milestone granted almost mythical status in the running world, breaking through a temporal barrier that many would have deemed untouchable only a few years ago. The run, organized by the petrochemical company INEOS, featured a cycle of hype and commercial buildup more reminiscent of a heavyweight prizefight than a road race. Source New York Times (2019 available at <https://www.nytimes.com/2019/10/12/sports/eliud-kipchoge-marathon-record.html> n(Accesed on 28/10/2019)

Brand Kenya want to use this event to market Kenya as a tourist destination and have approached you to explore this feasibility.

- a) Present a suitable topic for the research **(2 Marks)**
- b) Formulate operational definitions of **THREE** variables you may use **(3 Marks)**
- c) Formulate **THREE** objectives **(3 Marks)**
- d) Identify the scope of study. **(2 Marks)**
- e) Outline **FOUR** limitations of the study. **(4 Marks)**
- f) State the purpose of the study. **(2 Marks)**
- g) Formulate **TWO** hypothesis (one null and the other alternative directional) **(4 Marks)**
- h) Draw a simple schematic diagram to show your conceptual framework indicating
  - i. The dependent variable
  - ii. Independent variable
  - iii. Moderating variable **(4 Marks)**
- i) The above case has been consolidated after several reading materials with three sources listed below. Using the APA format reference the following;

Chebet Jinal , Mollynter Mutooni and Laura Saad in their chapter titled “Reflection on on Country Branding edited by Victoria Rayaana , Githoe Ishawq and Anthony Otondi book entitled Making most of country Brands in 2009 by Riara University Publisher in Nairobi

**(2 Marks)**

j) An article by Koro Kimanzi Ali and Kibe Gakii Ndunde Kililo entitled Branding Country specifics appearing in Journal of Consumer Affairs Volume 3 No 65 pages from 5 to 9 ,May 2009 **(2 Marks)**

k) A conference paper by Jerry Njaramba, Ikanzo Lavender Okumu Mwankiki determinants of money satisfaction with level of Assets presented in Riara university Nairobi in June 2<sup>nd</sup> 2019 **(2 Marks)**

### **QUESTION TWO**

a) Expound on **FIVE** types of research design giving their salient features. **(10 Marks)**

b) Explain **FIVE** the purpose of literature review. **(10 Marks)**

### **QUESTION THREE**

a. Examine any **FIVE** ethical issues in research. **(10 Marks)**

b. Discuss any **FIVE** threats to external validity. **(10 Marks )**

### **QUESTION FOUR**

a) Describe **FIVE** characteristic of a good sample/essentials of sampling. **(10 Marks)**

b) Identify **FIVE** merits of using questionnaire in Business Research. **(10 Marks)**