



Riara School of Business
Nurturing business innovators

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

BDM 027 – BUSINESS RESEARCH AND REPORTS

DATE: 7TH DECEMBER 2019

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper.

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

SPECIAL INSTRUCTIONS:

1. Write your REGISTRATION NO. Clearly on the answer booklet(s)
2. Answer question one (compulsory) and any other two.
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. For the questions, write the number of the question on 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 and NOT on your person.
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 exam room 30 minutes to the end of the Exam.

SECTION A: ANSWER ALL QUESTIONS

QUESTION ONE

- a) Define and explain the term 'research'. Explain the importance of research in business. Briefly explain the objectives of research. **(25 marks)**
- b) List the advantages of Survey method in research **(5 marks)**

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO

What is 'research methodology'? Explain the steps in scientific research process. Briefly explain about 'review of literature'. **(20 marks)**

QUESTION THREE

- a) Outline the problems associated with data processing. **(10 marks)**
- b) Briefly explain any two types of scale of measurement, with examples. **(10 marks)**

QUESTION FOUR

Briefly explain the significance primary data, citing its limitations. **(10 marks)**

Write short notes on any two of the following:-

- i. References and Bibliography
- ii. Research hypothesis
- iii. Editing of data. **(10 Marks)**