



**SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF COMMERCE
END –SEMESTER EXAMINATION
SEMESTER: JANUARY 2019**

CODE: Bus 213x

Unit: Research Methodology

TIME: 2HRS

*INSTRUCTION: Attempt **QUESTION 1** and any other **TWO** questions*

Read the two cases and answer the questions that follow

CASE ONE: CHEMCO CASE

Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones.

At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year.

- a) Advise Mr. Marek on the research steps he should take to conduct research in order to get the company out of its troubles? (10marks)
- b) Highlight the importance of conducting research to Mr. Marek. (10marks)

CASE TWO

In 2018, after thirty years teaching Mathematics at Pontificia Universidad Catolica de Chile, Maria Victoria Marshall (PhD in mathematics) founded Compumat SA, a company that develops software called E-Mat. E-Mat is a learning platform that allows students between 8 and 14 years old to learn Mathematics on line at their own speed to improve their performance and practice 100% of their skills. The major potential markets for this product are public schools, private schools, and the home. The results of using the software, based on independent public tests, have been outstanding. Although the software has been used by 85 schools and approximately 13,000 students, the company has not reached

the breakeven point after four years of commercial operation. Defining the growth path and the profit model are critical. Next week, Maria Victoria will meet with an investor who has asked to review the strategic plan of the company.

- a) Advise Maria on which type of research will be suitable and why before she meets the investor next week (10marks)
- b) Identify any two non-probability sampling designs that Maria can use to conduct research in order to get a better picture of what is expected (10marks)

QUESTION TWO

- a) Differentiate any two most commonly used types of data collection instruments used in business research outlining the advantages and disadvantages of each (10marks)
- b) In research, measurement involves assigning numbers to empirical entities or events in conformity with some defined rules. Identify any 2 types of scales commonly used as levels of measurement in research (10marks)

QUESTION THREE

- a) The World Bank is seeking to lend Kenya's health sector 5 billion to acquire state of the art health equipment for cancer and kidney treatments in all the counties. The Minister of Health is seeking for a team to conduct a research in order to find out the viability of this investment. Advise which two types of informal research designs would be most appropriate to carry out the research for the World Bank (10marks)
- b) Identify any 4 purposes for conducting this research for the World Bank (10marks)

QUESTION FOUR

Discuss any five of the following terminologies used in research.

- a) Content validity
- b) Precision
- c) Principle of local control
- d) Extraneous variables
- e) Interview schedule
- f) Null hypothesis

(Each is 4 marks) = 20 marks