

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 2053
COURSE	: RESEARCH METHODOLOGY
SEMESTER/SESSION	: 1-2023/2024
DURATION	: 3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**

**THIS BOOKLET CONTAINS 6 PRINTED PAGES INCLUDING COVER PAGE**

**QUESTION 1**

- (a) Define the meaning of business research. (2 marks)
- (b) List **EIGHT (8)** types of business research. (8 marks)
- (c) Describe the research methods used to carry out business research:
- i. Survey Research
  - ii. Correlational Research
  - iii. Causal-Comparative Research
  - iv. Experimental Research
  - v. Online/Literature Research
- (10 marks)

**QUESTION 2**

- (a) Identify the meaning of qualitative research methods. (2 marks)
- (b) Elaborate **FOUR (4)** types of qualitative research method. (8 marks)
- (c) Point out **FIVE (5)** ethical principles in research. (5 marks)
- (d) Describe **FOUR (4)** ethical issues that exists in research. (8 marks)

**QUESTION 3**

- (a) Write the meaning of broad problem area in research. (2 marks)
- (b) List **FIVE (5)** examples of broad problem areas that could be observed at the workplace. (5 marks)
- (c) Identification of research problem is the first and most important step in the research process. Identify **SIX (6)** sources that the research problem may come. (6 marks)
- (d) The managers encounter big and small problems on a daily basis, which they have to solve by making the right decisions. In business, research is usually conducted to resolve problematic issues in the areas of accounting, finance, management, and marketing.
- Discuss **FIVE (5)** problems that exists in marketing that require the managers to do business research. (10 marks)

**QUESTION 4**

(a) Define the problem statement base on Kerlinger (1970) and R.S. Woodworth (1918). (4 marks)

(b) Consultants are professionals who offer advice and guidance to businesses, charities, companies, or organizations to help improve their productivity, aid in conflict resolution and develop plans for increased productivity and staff satisfaction.

Elaborate **TWO (2)** types of consultants that perform the same basic duties and disciplines with examples. (6 marks)

(c) Based on your answer on question 4 (b), differentiate the advantages and disadvantages between two types of consultants above. (10 marks)

**QUESTION 5**

- (a) Describe ethical issues in preliminary stages of investigation in research.  
(4 marks)
- (b) In the realm of research, ethical considerations play a pivotal role in guiding the designs and practices of scientists and researchers. Adhering to a set of principles is crucial, particularly when collecting data from individuals. Human research aims at comprehending real-life phenomena, exploring effective treatments, studying behaviours, and contributing to the betterment of lives. Deciding what to research and how to conduct that research involves addressing key ethical considerations. These considerations are designed to protect the rights of research participants, enhance research validity, and maintain scientific or academic integrity.

Explain the importance of ethical considerations in research and examples of specific measures taken to protect the rights of research participants.

(10 marks)

-----End of question-----