



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

MAY-AUGUST, 2023 TRIMESTER

EXAMINATIONS FOR BACHELOR OF ARTS

DAY PROGRAMME

RBM 027: BUSINESS RESEARCH & REPORTS

DATE: 3rd AUGUST, 2023.

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

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

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 and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book
11. Fasten the supplementary pages to the inside back cover of this booklet

SECTION A: (COMPULSORY) (30 MARKS).

QUESTION ONE (30 MARKS)

- a)
 - i. Explain in broad the meaning of “Research” (2 marks)
 - ii. Discuss the Objectives of Research in Details (2 marks)
- b) List any four characteristics of a good Research Title (4 marks)
- c) Differentiate between Basic Research and Applied Research (4 marks)
- d) “Research would be lost without good sampling techniques” Discuss this statement and describe two methods of sampling that are commonly used. (6 marks)
- e) State the Elements of a Research Problem (5marks)
- f) Describe the main Characteristics of a good Research problem (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO

- a) In the context of research, define the term “Research Methodology” (6 marks)
- b) The Scientific Method” defines the various steps involved in the research process. Elaborate the key steps involved in the scientific method. (14 marks)

QUESTION THREE

- a) Define the term “Research proposal” (6 marks)
- b) Evaluate the Key elements of a Research Proposal (14 marks)

QUESTION FOUR (20 MARKS)

- a) Analyze using a practical example what is meant by hypothesis in the context of Research. (6 marks)
- b) Describe any 2 characteristics of a good hypothesis. (14 marks)