



Riara School of Business
Nurturing business innovators

**SEPTEMBER –DECEMBER 2023 TRIMESTER
EXAMINATION FOR DIPLOMA OF BUSINESS ADMINISTRATION**

**DAY PROGRAMME
RBM 027: BUSINESS RESEARCH & REPORT**

DATE: 5TH DECEMBER 2023

TIME: 2

HOURS

GENERAL INSTRUCTIONS:

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

QUESTION ONE (COMPULSORY – 30 MARKS)

The managing director of a company, established two decades ago is facing a problem. The company which was initially profitable and attracted very many graduates to work with is currently unprofitable. This has called for streaming department of research through embracing change management. This institution has engaged a research firm by the name FAO Ltd. to establish the extent to which change and strategic management would assist the company to attain its goals and become profitable again.

- a) Identify **ONE** possible research problem from the above case study. **(2marks)**
- a) Formulate **THREE** possible research objectives and three possible research questions for the proposed study. **(6 marks)**
- b) Explain at least **FIVE** types of research FAO Ltd would consider in carrying out its assignment. **(10 marks)**
- c) Briefly describe **SIX** the major steps of a research process **(12 marks)**

QUESTION TWO

- a) Discuss **SIX** Ways of identifying a specific research problem from a wide areas. **(12 marks)**
- b) Define measurement and discuss the **FOUR** levels of measurement scale **(8 marks)**

QUESTION THREE

- a) Examine **FOUR** data collection tools that you may consider using for gathering various types of data. **(8 marks)**
- b) Discuss **SIX** key elements of a research proposal **(12 marks)**

QUESTION FOUR

- a) Describe **FIVE** qualities of effective hypothesis in research **(10marks)**
- b) Discuss the **FIVE** sources of “unsystematic” threats to Reliability. **(10 marks)**