



**AFRICA  
UNIVERSITY**

*(A United Methodist-Related Institution)*

***"Investing in Africa's Future"***

## **FACULTY OF MANAGEMENT AND ADMINISTRATION**

**COURSE TITLE: RESEARCH METHODS AND REPORT WRITING  
(MMS 301) parallel**

**SEMESTER 11: FINAL EXAMINATION SEPTEMBER 2014**

**TIME: 1 HOUR**

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### ***INSTRUCTIONS***

**ANSWER ALL QUESTIONS IN BOTH SECTION A  
AND SECTION B**

***Answer all Questions in the Answer Book provided.***

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**SECTION A : ANSWER ALL QUESTIONS(Write the letter corresponding to the correct answer only)**

1. What is a good research? The following are correct except
  - a) Purpose clearly defined
  - b) Research process detailed
  - c) Research design thoroughly planned
  - d) Findings presented ambiguously
  
2. Business research is a systematic inquiry that provides information to guide business decisions. This includes the following except:
  - a) Reporting
  - b) Descriptive
  - c) Explanatory
  - d) Analytic
  
3. The following are the synonyms for independent variable except
  - a) Stimulus
  - b) Factor
  - c) Consequence
  - d) Presumed Cause
  
4. The following are the synonyms for dependent variable except
  - a) Presumed effect
  - b) Measured Outcome
  - c) Response
  - d) Predicted from
  
5. Every research proposal, regardless of length should include two basic sections. They are:
  - a) Research question and research methodology
  - b) Research proposal and bibliography
  - c) Research method and schedule
  - d) Research question and bibliography
6. The purpose of the research proposal is:
  - a) To generate monetary sources for the organization
  - b) To present management question to be researched and its importance
  - c) To discuss the research efforts of others who have worked on related management question.
  - d) Choice a) is incorrect
  
7. A proposal is also known as a:

a) Work plan b) Prospectus c) Outline d) Draft plan e) All of the above

8. Secondary data can almost always be obtained more quickly and at a lower cost than \_\_\_\_\_ data.

a.) Tertiary b.) Collective c.) Research d.) Primary

9. If the study is carried out once and represent a snapshot of one point in time, then the study is \_\_\_\_\_

a) Time related study b) Longitudinal study c) Cross sectional study  
d) Case studies

10 . If the study is repeated over an extended period, then the study is called as \_\_\_\_\_

a) Cross sectional study b) Descriptive study c) Time series analysis/study  
d) Longitudinal study

11. When we try to explain the relationships among variables, the study is called

a) Exploratory study b) Longitudinal study  
c) Causal study d) Cross sectional study

12. In Systematic sampling:

a.) The population is divided into groups, and some groups are randomly selected for study.  
b.) Every nth item is chosen in the sample, beginning with a random start for the choice of n  
c.) The population is divided into subpopulations.  
d.) None of the above

13. The process by which the sample is constructed to include all elements from each of the segments is called:

a) Systematic sampling b) Cluster sampling

- c) Double sampling d) Stratified random sampling
14. Which of these is not a characteristic of a good research?
- a) Purpose clearly defined b) Limitations frankly revealed  
c) Research design thoroughly planned d) Findings presented ambiguously.
15. In \_\_\_\_\_, each element has equal and known chance of selection.
- a) Simple random sampling b) Cluster sampling  
c) Stratified sampling d) Snowball sampling
16. Data that is created, recorded or generated by an entity other than the researcher's organisation is collectively called
- a) Primary data b) Secondary data c) Internal data d) External data
17. A bias that occurs when respondents tend to answer questions with a certain slant that consciously or uncounsciously misrepresents the truth is called
- a) Respondent bias b) Non response bias  
c) Response bias d) Non response bias
18. A critical review of the information, pertaining to the research study, already available in various sources is called
- a) Research review b) Research design  
c) Data review d) Literature review
19. When planning your literature search you need to:
- a) Have clearly defined research questions and objectives  
b) Define the parameters of your search  
c) Generate key words and search terms  
d) All the above
20. The manufacturer of Brother sewing machines wants to know the effect rebates have on sales. It plans on dividing its retailers into three regions. One group will offer consumers who buy a Brother sewing machine a \$25 cash rebate. One will offer buyers

of the machine \$50 worth of “free” machine accessory parts. A third region will offer buyers a \$40 store credit. The results of this market research will provide Brother with \_\_\_\_\_ data.

- a) Observational b) Survey c) Secondary d) Experimental e) Descriptive

21. Which type of sampling uses whoever seems to be available

- a) Stratified sampling b) Area sampling c) Quota sampling d) Convenience sampling

22. \_\_\_\_\_ sampling is especially useful when you are trying to reach population that are inaccessible or hard to find.

- a) Convenience sampling b) Quota sampling c) Snowball sampling d) All of the above

23. If population = 100, sample size = 20, and a randomly selected number from 1 to 5 is 4, then for choosing a systematic random sample, the first unit 4 will be followed by

- a) 5 b) 9 c) 24 d) 14

24. A list of attachments that accompany research matter is referred to as the

- a) Appendix b) Executive summary c) Introduction d) Bibliography

25. What should a market researcher do once he or she has defined the problem and the research objectives? a) Collect the information b) Budget for information

- collection c) Develop the research plan d) Sample the population e) Do a literature review

## **SECTION B: ANSWER ALL QUESTIONS.**

Q26 the content of a research report may draw from primary or secondary sources.

Briefly explain five (5) ways to collect primary information **[5 marks]**

Q27 Write notes on four (4) of the following terms and support your answer with an example. **[12 marks]**

- i. Research Dedication
- ii. Research Delimitations.
- iii. Limitations of research.
- iv. Appendices
- v. Non probability sampling

Q28 List three (3) advantages and two (3) disadvantages of personal interview. **[5 marks]**

Q29 Convert the following research questions to objectives

- i. Why is employee productivity low? **[2 marks]**
- ii. When has employee training been effective? **[2 marks]**
- iii. What is a statement of problem? **[2 marks]**

Q30 As the president of students of Africa University at Ranche House College, you are aware that some problems among students are rising. You and the student council decides to carry out a research to address the issue.

- i. Who is your research population **[3 marks]**
- ii. Describe how you would select your sample? **[5 marks]**