

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

COURSE CODE	: BBM 2053
COURSE	: RESEARCH METHODOLOGY
SEMESTER/SESSION	: 2 – 2022/2023
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) Provide the meaning of **Business Research**. (2 Marks)
- (b) Business research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting, which needs a solution. It comprises a series of steps that are designed and executed with the goal of finding answers to the issues that are of concern to the manager in the work environment. Explain **FOUR (4)** reasons why managers need to know about research? (8 Marks)
- (c) Describe the meaning of **Applied Research** and **Basic Research**. (4 Marks)

**QUESTION 2**

- (a) Given the situations below, explain, with reasons, whether they fall into the category of applied or basic research.

**Situation 1**

Sarah, a manager for a clothing store, found out that a new designer shirt not selling well for a period of three months. As a manager, she wants to find the reasons for this in order to take corrective action.

(4 Marks)

**Situation 2**

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German BMW facilities are aimed at further reducing the fleet's greenhouse gas emissions and promoting electromobility innovations.

(4 Marks)

**Situation 3**

A research scientist wants to investigate the question: What is the most effective way for an organization to recover from a service failure? Her objective is to provide guidelines for establishing the proper "fit" between service failure and service recovery that will generalize across a variety of service industries.

(4 Marks)

**Situation 4**

A university professor wanted to analyse in depth the reasons for absenteeism of employees in organizations. Fortunately, a company within 20 miles of the campus employed her as a consultant to study that very issue.

(4 Mark)

- (b) While hiring a research consultant, the manager should address a particular issue to ensure the smoothness of the research process. Summarize the **THREE (3)** issues.

(6 Marks)

**QUESTION 3**

- (a) Rewrite **TWO (2)** advantages and disadvantages of hiring an external consultant. (8 Marks)
- (b) To identify the key terms in your problem statement, look for the subjects, verbs, and objects in your statement. Identify subjects, verbs and objects in the below statements.

**Statement 1**

*“Minority group members in organizations are not advancing in their careers.”*

(3 Marks)

**Statement 2**

*“The newly installed information system is not being used by the managers for whom it was primarily designed.”*

(3 marks)

- (c) Define and indicate the meaning of “problem”.

(4 Marks)

**QUESTION 4**

- (a) Explain in words and diagram the **THREE (3)** initial stages of research process from broad research problem to feasible topic of research.  
(8 Marks)
- (b) Rewrite **EIGHT (8)** contextual factors in the process of preliminary research.  
(8 Marks)
- (c) Rewrite the characteristics of good problem statement.  
(6 Marks)

**QUESTION 5**

- (a) A good problem statement is relevant but also feasible. Explain and elaborate on this statement.  
(8 Marks)
- (b) Convert the following statement below into a research question or research objective.
- 1) To find out what motivates consumers to buy a product online.
  - 2) What is the effect of leadership style on employees' job satisfaction?
  - 3) What is the relationship between capital structure and profitability in the firm?
  - 4) To investigate the influence of the in-store shopping environment on impulse buying.
  - 5) In what ways does the issue of coupons at supermarket checkouts affect buyer behaviour?  
(10 Marks)

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- (c) For the workplace project for her professional course, Karen had decided to undertake a study of the effectiveness of the joint negotiating and consultative committee in her NHS Trust. Her title was 'An evaluation of the effectiveness of the Joint Negotiating and Consultative Committee in Anyshire's Hospitals NHS Foundation Trust'. Draft **THREE (3)** objectives which Karen may adopt to complement her title.

(6 Marks)

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