



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**  
**KUMASI**

**CSUC SCHOOL OF BUSINESS**

**DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES**

**END OF SECOND SEMESTER EXAMINATION – 2018/2019 ACADEMIC YEAR**

**Level 300**

**CSBG 368 RESEARCH METHODS**

**MAY, 2019**

**70 MARKS**

**TIME ALLOWED: 2 HOURS 30 MINUTES**

---

**GENERAL INSTRUCTIONS**

- Candidates must write his/her index number, signature and date at the top of the question paper.
- This question paper is in two parts. Candidates are required to attempt the **two (2)** questions in Parts A and **two (2)** questions from Part B.
- All answers should be written in the answer booklet provided.
- All rough works must be done in the answer booklet and should be cancelled accordingly.
- Candidates should number their answers accordingly.

Examiner: Stephen Banahene

**Part A** (Answer questions 1 and 2 in this part)

**Question 1**

The Head of Department of the Department of Human Resource and General Studies, Christian Service University College is interested to improve teaching and learning in the Department. He has analysed students' performance in one semester. The information in table 1 below is an excerpt of the analysis of students' performance in the examination. Use the information in table 1 to answer the questions that follow it.

Table 1: Statistics on Students' Performance in Examinations

SN	Course Code/Title	Minimum Marks	Maximum Marks	Mean Marks	Standard Deviation	Number Passes	Number Trailed	Number Deferred	Total Students
1	CSBA 245 Principles of Accounting I	27	85	55	12.06	60	13	1	74
2	CSBG 243 Principles of Management	37	84	60	8.37	73	1	0	74
3	CSBG 261 Management Information System	37	89	59	10.32	64	8	2	74
4	CSBH Human Resource Management	55	84	71	7.67	73	0	1	74
5	CSBP Principles of Procurement	39	90	66	12.45	66	6	2	74
6	CSUC 201 Quantitative Methods	26	89	66	15.18	64	9	1	74

**Required:**

- (i) Using the mean mark as the predictor to the class performance, identify three (3) courses the students in the class performed well. (3 marks)
- (ii) The standard deviation provides information on students' marks dispersion around the mean marks for the courses in table 1. As Head of Department, analyse students' performance in the following courses using the minimum marks, maximum marks and the standard deviation information:
  - (a) CSBA 245 Principles of Accounting I (3 marks)
  - (b) CSBG 243 Principles of Management (3 marks)
  - (c) CSBH 259 Human Resource Management (3 marks)
  - (d) CSUC 201 Quantitative Methods (3 marks)
- (iii) Calculate the percentage of students who passed each of the courses in table 1. (3 marks)

## Question 2

Use the research topic below to answer the questions that follow it:

‘The impact of social media on students’ performance among Christian Service University students’

- (i) Identify two (2) variables the researcher wish to study. (2 marks)
- (ii) Suggest one sampling technique that would be appropriate to this study. (2 marks)
- (iii) Given the population identified in the topic, explain two (2) research challenges the researcher can experience in the study. (8 marks)

**Part B** (Answer **two** (2) questions **only** from this part)

## Question 3

A newly established micro credit firm wants to undertake business research to facilitate its decisions. You are contacted to discuss the following issues with the management of the firm:

- (i) Using appropriate examples and illustrations explain the meaning of business research. (4 marks)
- (ii) State and explain two (2) benefits firms gain when they undertake business research. (8 marks)
- (iii) State and explain two (2) features of business research. (8 marks)

## Question 4

- (i) Define literature review. (4 marks)
- (ii) Examine four (4) importance of literature review in the research process. (8 marks)
- (iii) Discuss four (4) pitfalls business researchers should avoid in literature review (8 marks)

## Question 5

- (i) Explain the following in the context of Business Research:
  - (a) Exploratory Study (3 marks)
  - (b) Descriptive Study (3 marks)
  - (c) Explanatory Study (4 marks)
- (ii) Distinguish between qualitative research and quantitative research on the following areas:
  - (i) Nature of data to collect and analyse (2 marks)
  - (ii) Purpose (2 marks)
  - (iii) Types of data collected (2 marks)
  - (iv) Forms of data collected (2 marks)
  - (v) Nature of final report (2 marks)

Examiner: Stephen Banahene