



CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI -GHANA
SCHOOL OF BUSINESS
DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES
END OF SECOND SEMESTER EXAMINATIONS, 2019/2020 ACADEMIC YEAR
BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTING
BACHELOR OF BUSINESS ADMINISTRATION IN BANKING AND FINANCE
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
BACHELOR OF BUSINESS ADMINISTRATION IN HUMANRESOURCE MANAGEMENT

Level 300

CSBG 368 RESEARCH METHODS

June 2020

[70 marks]

INSTRUCTIONS TO CANDIDATES:

- **There are four (4) question in this examination**
 - **Answer question 1 which is compulsory and any other question.**
 - **Write your answers on the answer sheets provided**
 - **Your answer for EACH QUESTION should be FOUR (4) pages minimum.**
 - **Write your index number clearly at the top of every page of the answer sheets used.**
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Note: Marks will be awarded for:

Introduction

Content

Conclusion

Evidence of Further Reading

Originality and Independence (Cheating would be penalized and integrity rewarded)

Correct grammar, clarity of expression and logical presentation of facts.

Good References

Examiner: S. Banahene

Question 1 (compulsory)

Your university has students from different cultural background, and communication is gradually becoming a problem. To appreciate cultural diversity and the need for effective communication, you have been tasked to conduct a research into cultural diversity and how communication to a large extent will impact on student's academic performance.

You are required to:

- (i) Use any scientific process to propose a research topic for the case above. **(4 marks)**
- (ii) Use any scientific process to articulate a research problem that strongly links to your proposed research topic in question 'a' above. **(5 marks)**
- (iii) Develop three (3) research objectives on the case above. **(4 marks)**
- (iv) Discuss any two potential limitations for your study. **(4 marks)**
- (v) Propose appropriate methodology for your study. **(8 marks)**
- (vi) Conduct comprehensive literature review on the subject matter (in text citation is a must).
15 marks

Question 2

- (a) The COVID-19 pandemic has heralded all business operations and models. As a student of business research, write a position paper on the need for firms to undertake business research. **(10 marks)**
- (b) Discuss any five (5) ethical issues in business research and suggest ways of adhering to ethical principles **(10 marks)**
- (c) Discuss any five (5) criteria for choosing a business research topic **(10 marks)**

Question 3

- (a) Sampling allows researchers to select part of the population for research projects. Evaluate the usefulness of probability and non-probability sampling techniques. **(10 marks)**
- (b) Discuss any five (5) reasons for falling response rate in business research and show the actions researchers can take to improve the level of responses to research projects. **(10 marks)**
- (c) Discuss any five (5) roles piloting plays in questionnaire designing process. **(10 marks)**

Question 4

- (a) Evaluate the differences that exist between quantitative and qualitative research choices to collect and analyse data. **(20 marks)**
- (b) With illustration, discuss any five (5) justifications for the use of appropriate sample size in a business research **(10 marks)**