



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI
SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING, LOGISTICS AND CORPORATE
STRATEGY
DEPARTMENT OF ACCOUNTING AND FINANCE
DEPARTMENT OF MANAGEMENT AND GENERAL STUDIES
BACHELOR OF BUSINESS ADMINISTRATION**

**END OF SECOND SEMESTER EXAMINATIONS -2021/22 ACADEMIC YEAR
LEVEL 300**

BBA 3: ALL SPECIALISATION

CSBG 368: RESEARCH METHODS

JUNE, 2022

100 Marks

Time Allowed: 2 hours 50 Minutes

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **all questions** in Section **A, B and C**
- Answer **Only One** question from section **D**
- Total mark is 70%
- Please note that students will be penalized for not abiding by instructions on the front cover of the answer booklet especially failure to list answers in order in which they were answered, write correct index number, write the course code etc.
- Please take time to read each question carefully as some questions may demand practical examples, diagrams etc
- Please also note that clarity of expression and handwriting will be rewarded

SECTION A (50 MARKS)
There are two question in Section A.

Attempt all
COMPULSORY
(ANSWER QUESTIONS 1 & 2)

QUESTION TWO (20 MARKS)

A marketing company which specializes in the sale of mobile phones has engaged you to investigate into what influences customers in the purchase of its wide range of phones. In your analysis of your administered questionnaires, you performed a regression analysis of certain features and benefits of the phones on customer purchase. Use the summary of the regression output in table 1 (model summary), Table 2 (Anova) and Table 3 (Coefficients) to answer the following questions

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.421	.43782

a. Predictors: (Constant), colour, size, shape

Table 2: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.650	3	12.883	67.209	.000 ^a
	Residual	51.756	270	.192		
	Total	90.405	273			

a. Predictors: (Constant), colour, size, shape

b. **Dependent Variable: Consumer Buying Behaviour**

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.316	.184		7.151	.000
	shape	.407	.053	.443	7.658	.000
	size	.091	.047	.110	1.943	.053
	colour	.178	.038	.241	4.694	.000

a. **Dependent Variable: Consumer Buying Behaviour**

Required

- i. write the regression equation for the output above (2 marks)
- ii. interpret R, R² and F statistics (5 Marks)
- iii. At 95% confidence level, interpret your results with respect to the objectives of the study (4 marks)
- iv. From the analyzed data, what recommendation(s) will you make to the marketing company? (4 marks)
- v. What would be your answer if the analysis was performed at 99% confidence level (3 marks)
- vi. Which variable makes the greatest impact or influence on customer purchase. Explain your answer (2 marks)

QUESTION ONE (30 MARKS)

RenaJoe Incorporated is a giant perfume manufacturing international company operating in many nations around the world. RenaJoe intends to enter the African market preferably Ghana targeting tertiary students. It has been observed that, students in Ghana use different kinds of body perfumes for different purpose at different times. RenaJoe Incorporated wants to produce perfume to meet the needs of tertiary students preferably starting with students from Christian Service University College (CSUC) as its target market. You also know the financial challenges that confront CSUC students and the fact that students will love value for money. A survey needs to be conducted in order to ascertain the feasibility of the target market in Ghana

Questions

- i. A lot of scientific processes have been developed to help researchers choose a research topic. Use the six stage process to propose a research topic for the case above. (9 marks)
- ii. Using the 6 steps in problem formulation proposed by Brown & Suter (2012), develop a research problem that strongly links to your proposed research topic in question 'a' above (9 marks)
- iii. develop any three (3) research objectives based on the topic in (a) and (b) above (3 marks)
- iv. develop a questionnaire for the study based on the research objectives set in (c) above (5 marks)
- v. briefly develop a research methodology for the study (4 marks)

2. Business research involves finding out about a phenomenon in a systematic way thereby increasing knowledge. Briefly explain these **variables-thus finding out, systematic way and increasing knowledge (5 marks)**

Dotted lines for writing the answer.

SECTION C (18 MARKS)

THERE ARE 36 MULTIPLE CHOICE QUESTIONS. ATTEMPT ALL QUESTIONS

Circle the correct answer to each question on the question paper.

Each question carries ½ mark

Use the information below to answer question 1-8

A study was conducted on customer complaints and customer satisfaction in the banking industry. The population of the study comprised of customers (students) within Christian Service University College which is estimated to be 100 of which a sample of 80 was selected. 56 responses were received and useable. The following outputs were generated after a descriptive analysis was conducted. A scale of 1-5 was used where 1=strongly disagree 2=Disagree 3=neither agree nor disagree 4=agree 5=strongly agree. Table 1 shows descriptive analysis conducted using mean, standard deviation.

Table 1: Descriptive statistic on variables measuring customer complaints

Variables	abbreviation	N	Minimum	Maximum	Mean	Std. Deviation
My bank hides excessive charges	AA	56	1	5	2.27	1.213
My bank delays disbursement	AB	56	1	5	2.57	1.110
My bank services delivery is poor	AC	56	1	5	2.66	1.133
Bad employee attitudes	AD	56	1	5	2.73	1.286
My bank delays in responding to customer enquiries	AE	56	1	5	2.82	1.146

Source: Field Survey 2022

Note: All answers should be corrected to the nearest whole number

1. Calculate the percentage for respondents who responded to AA?
 - a. 46%
 - b. 52%
 - c. 45%
 - d. 61%
 - e. 38%
2. Calculate the percentage for respondents who responded to AB?
 - a. 54%
 - b. 53%
 - c. 51%
 - d. 67%
 - e. 39%
3. Calculate the percentage for respondents who responded to AC?
 - a. 46%
 - b. 52%
 - c. 45%
 - d. 61%
 - e. 38%