

**COURSE CODE: BUS 825**

**COURSE TITLE: RESEARCH DESIGN AND METHODOLOGY FOR  
BUSINESS DECISION**

**CREDIT UNIT: 3**

**TIME ALLOWED: 3HRS**

**INSTRUCTION: 1. Attempt question number one (1) and any other TREE (3) questions**  
**2. Question number 1 carries 25 marks, while the other three (3) questions carry 15 marks each.**  
**3. Present all your points in logical and orderly manner.**

1. (a) Define hypothesis and state three (3) roles it plays in research. (6marks)  
(b) Outline four (4) sources in which hypotheses can be obtained. (4marks)  
(c) State five (5) qualities of good hypotheses. (7 ½ marks)  
(d) Explain what you understand by research proposal and its benefits to the sponsors. (7 ½ marks)
2. (a) Differentiate between internal and external validity. (3marks)  
(b) Discuss in details what you understand by the term construct validity and briefly describe other related salient issues one needs to look at in construct validity. (12marks)
3. Assuming you are currently working in one of the reputable research institutes in the country and you are being contacted by the management of your institute to guide junior colleagues on the choice of research topic so as to undertake business research for the institute's clients.  
(a) Give possible suggestions you will like to make to guide your junior colleagues in the choice of a research topic. (6marks)  
(b) What are the useful questions you will like to suggest in the choice of a research topic? (9marks)
4. (a) Discuss the importance of an executive summary needed for a research proposal. (9marks)  
(b) Outline five factors that influence the sponsor's reception of research proposal for funding. (6marks)
5. (a) Define the term ethics. (2marks)  
(b) Distinctly account for the rights of market research sponsor under the following main headings:  
(i) Sponsor's Right to Confidentiality (10marks)  
(ii) Sponsor's Right to Quality Research (3marks)
6. Enumerate six (6) problems researchers are facing in African countries. (15marks)