



MUEO

**MOI UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS, RESEARCH &  
EXTENSION

**MOI UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**SPECIALS/SUPPLEMENATRY EXAMINATIONS**

**FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION**

**COURSE CODE: MBA 805**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**DATE:** 16<sup>TH</sup> NOVEMBER 2022

**TIME:** 9AM – 12 NOON

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**INSTRUCTIONS TO CANDIDATES**

Answer Question *One* and any other *three* questions

*THIS PAPER CONSISTS OF (2) PRINTED PAGES INCLUDING COVER PAGE PLEASE*

*TURN OVER*

Q1. a) Why may it be argued that the concept of 'the manager' is socially constructed rather than 'real'? (5 marks)

- b) What is a research problem? State the main issue which should receive the attention of the researcher. Give examples to illustrate your answer (8 marks)
- c) Explain with a diagram the different steps of a research process (5 marks)
- d) Explain features, objectives and methods used in different research designs. (7 marks)

Q2. a) What is a hypothesis? Explain characteristics of a good hypothesis and different types of hypothesis. (7 marks)

b) You have chosen to undertake your research project following a deductive approach. What factors may cause you to work inductively, although working deductively is your preferred choice? (8 marks)

Q3. You have decided to undertake a project and have defined the main research question as 'What the opinions of consumers on a 10 per cent reduction are in weight, with the price remaining the same, of "Choco" chocolate bars?' Write a hypothesis that you could test in your project. (15 marks)

Q4. a) Discuss in detail various types of descriptive research designs (15 marks)

Q5 Differentiate between

- a) Quantitative vs Qualitative research
- b) Exploratory vs Explanatory research design
- c) Abstract level vs Empirical level (5 marks each)

Q6. a. In business research errors occurs other than sampling error. What are different non-sampling errors? (7 marks)

b. List and explain four different methods of conducting a survey (8 marks)