



MUEO

MOI UNIVERSITY

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

MOI UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 805

COURSE TITLE: BUSINESS RESEARCH METHODS

DATE: 15TH NOVEMBER 2023

TIME: 9AM – 12 NOON

INSTRUCTIONS TO CANDIDATES

QUESTION ONE IS COMPULSORY AND ANY OTHER THREE

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

TURN OVER

QUESTION ONE

- a) As a student who has just completed a course in research methodology in University of Eldoret, prepare a report to be presented to management on the strategies that are used to review literature. (10mks)
- b) Explain the parameters of a good thesis title (6mks)
- c) Research design is an important element in research. Discuss six types of research design (6mks).
- d) Discuss the importance of measurement of variables in research (6mks)
- e) Discuss two limitations of research in academia (2mks)

QUESTION TWO

- a) Discuss the methods that are used to identify a research problem (8mks)
- b) Explain the importance of Likert scale type of questionnaire (2mks)

QUESTION THREE

- a) Ethical consideration in research is crucial. Discuss (6Mks)
- b) Explain the qualities of a good statement of the problem (4mks)

QUESTION FOUR

- a) Differentiate between cluster sampling and Stratified sampling. (6mks)
- b) Discuss the purpose of hypothesis in research (4mks)

QUESTION FIVE

Describe conceptual framework in relation to independent variable, mediating variable, a theory and a dependent variable (10mks)