



MUEO

# MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

## UNIVERSITY EXAMINATIONS

### 2015/2016 ACADEMIC YEAR

*THIRD YEAR END OF SEMESTER EXAMINATIONS*

## FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

**EXAM CODE:      BBM 352**

**EXAM TITLE:     RESEARCH METHODS**

**DATE: 9<sup>TH</sup> AUGUST, 2016**

**TIME: 2.00 P.M. – 5.00 P.M.**

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*INSTRUCTION TO CANDIDATES*

➤      SEE INSIDE

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**INSTRUCTIONS:**

Answer Question **ONE** and any other **THREE** Questions.

**Read the Case Study below and answer question one that follows:**

The purpose of this study was to investigate the moderating role of entrepreneurial orientation (EO) on the relationship between information security management (ISM) and firm performance in Kenya. Research has shown that in an environment of dynamic technology and shortened product and business model lifecycles, firms may benefit from adopting both an EO and strategic entrepreneurship in their quest for sustained competitive advantage. Technological advances contribute to market imperfections, in turn leading to the formation of entrepreneurial opportunities, a demonstration that technological entrepreneurship transforms promising technologies into value. However, increasing dependence on technology by organizations to drive businesses and to create a competitive advantage makes ISM for organizations extremely challenging. Companies suffer significant financial and reputational damage due to ineffective ISM, severely impacting firm's performance and their market valuation. This study tested the null hypotheses that top management commitment, information security policy enforcement, human-related information security issues, IT competence, and information security risk assessment have no relationship with firm performance in Kenya and the null hypothesis that, EO does not moderate the influence of ISM on firm performance in Kenya. Positivism paradigm approach and mixed method research guided by cross-sectional survey design was adopted in this study. The target population for this study was the medium-sized companies in Kenya, and the respondents were the IT managers of these firms. The study used a census approach. A self-administered, semi-structured questionnaire was used to collect primary data. Secondary data was obtained from published sources such as library, internet and research done by other scholars. The questionnaire was tested for validity and reliability. Quantitative and qualitative techniques were used to analyze the collected data with the assistance of Statistical Package for Social Sciences (SPSS) software, Ms-Excel, Analysis of Moment Structures (AMOS), SmartPLS, STATA, R-GUI and ATLAS. ti software. Analyses were conducted using a two-

phase process consisting of confirmatory measurement. Also, moderated multiple regression (MMR) analysis was carried out by comparing ordinary least-squares (OLS) regression model and MMR model. The study found that top management commitment, human-related information security issues and information security risk assessment were individually significant predictors of firm performance with information security risk assessment being the most significant predictor of the three. The results also revealed that EO significantly moderated the relationship between information security management and firm performance. Overall, the study demonstrated positive relationship between technological entrepreneurship and firm performance. This technology need to be enhanced by including them in the mission and vision statements of firms and making them part of their code of conduct as they have the greatest impact on firm performance. EO concept should be made a management philosophy in majority of firms, and finally, firms should be encouraged to increase their entrepreneurial intensity levels for superior performance. Lastly, effective implementation of ISM is capable of creating greater gaps between the leaders and laggards in the market, thus creating a pattern that closely matches the Turbulent.

### **REQUIRED:**

- a. What is Research Methodology? (3 marks)
- b. Using the above case study, formulate two titles that will suit the information given. (4 marks)
- c. You were contracted by Nairobi County to carry out the above research for decision making purpose. Explain what constituted the characteristics of a good research. (14 marks)
- d. Explain how the data was analyzed for the above case. (8 marks)
- f. Using the above case, illustrate the conceptual framework. (7 marks)

### **QUESTION TWO**

Select a topic of your own and briefly explain the format of a proposal. (15 marks)

### **QUESTION THREE**

- a) Explain the significance of literature review.
- b) Research is a process of arriving at affective solutions to problems through systematic collection, analysis and interpretation of data. Describe the value of acquiring research skills for a researcher. (15 marks)

### **QUESTION FOUR**

- a) Compare and contrast the following terminologies
  - (i) Qualitative and Quantitative Research. (4 marks)
  - (ii) Basic Research and applied research. (4 marks)
  - (iii) Primary data and secondary data. (4 marks)
- b) What is an hypothesis? Give an example of one hypothesis. (3 marks)

### **QUESTION FIVE**

- a) Discuss the major differences between probability sampling and non-probability sampling. (10 marks)
- b) Briefly highlight the code of conduct for researchers. (5 marks)

### **QUESTION SIX**

- a) Explain what a Research Design is. (3 marks)
- b) Briefly explain the problems encountered by researchers. (12 marks)
- c) Empirical research in Kenya in particular creates so many problems for the researchers. Briefly explain the problems encountered by researchers. (12 marks)