



# **MOI UNIVERSITY**

OFFICE OF THE CHIEF ACADEMIC OFFICER

## **UNIVERSITY EXAMINATIONS 2010/2011 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER EXAMINATION**

### **FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE:** BBM 351

**COURSE TITLE:** RESEARCH METHODS

**DATE:** 23<sup>RD</sup> NOVEMBER, 2010 **TIME:** 9.00 A.M. – 12.00 NOON

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### **INSTRUCTION TO CANDIDATES**

- SEE INSIDE.

**BBM 351: RESEARCH METHODS****Instructions to Candidates**

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

**Question One (Compulsory: 25 marks)**

Read the following scenario carefully and answer the questions that follow

**STUDENT SATISFACTION RESEARCH PROJECT**

A Student in the School of Business, Moi University put the following note in the organisation's suggestion box:

*'It would make life a lot better for students in our University if they had a full catering unit within its teaching premises'.*

Many members of the University Management Board that review customer suggestions favour further study of the idea of locating a cafeteria at the organisations teaching premises. A research committee is formed to conduct a student's survey on this matter.

**Questions**

Assuming that you are a lead researcher involved in the Student's Survey:

- a) Identify and make a clear statement of the research problem for the proposed study. **(1 mark)**
- b) Suggest a **'good' topic** for the proposed study in the case. **(1 mark)**
- c) State **three** specific research objectives for the study. **(3 marks)**
- d) With aid of a schematic diagram develop an appropriate conceptual framework giving a logical Hypothesis of variable relationships. **(3 marks)**
- e) Identify and discuss the appropriateness of a research design for this study **(3 marks)**
- f) Evaluate the suitability of a sampling design to be used in this research assignment. **(4 marks)**
- g) Develop at least **ten sample** questions that will appear in the questionnaire that satisfies the specific objective outlined in (c) above **(5 marks)**
- h) Discuss at least **three strategies** that you will effect to ensure a high response rate from the target sample. **(3 marks)**
- i) Suggest the most appropriate method(s) of analyzing data collected using the questionnaire designed in (f) above **(2 marks)**

**Question Two**

Using appropriate examples compare and contrast between the following concepts as used in Research Methodology **(15 marks)**

- a) Explanatory vs. Exploratory Research designs
- b) Overt vs. Covert observation
- c) Interval data vs. Ratio data
- d) Pure Research vs. Applied research
- e) Case study vs. Ethnographic study

**Question Three**

Comment on the following Research Ethical Issues and explain why it is important to observe them as a Business Management researcher. **(15 marks)**

- a) Instrument Validity
- b) Anonymity
- c) Informed consent
- d) Researcher Competence
- e) Legal compliance

**Question Four**

Research scholars often argue that *critical literature review* is the backbone of every quality research and that a study may not meet its desired ends if this fundamental task is not well addressed.

- a) With the aid of a research process paradigm, explain at least five reasons why researchers spent a lot of time to do Literature Review **(10 marks)**
- b) Discuss the attributes of good literature review in a research project **(5 marks)**

**Question Five**

For each of the following technique of data analysis, develop appropriate statistical hypothesis (Null and Alternative) clearly stating data assumptions. **(15 marks)**

- a) Chi-square test
- b) Student t-test
- c) Analysis of Variance F-test
- d) Pearson's Product Moment Correlation Coefficient
- e) Ordinary Least Square Regression

**Question Six**

As a manager in charge of Research and Development in a Manufacturing company, you have solicited research proposals from several consulting firms towards a new product development. The lowest bidder has the best questionnaire. However you particularly like the objectives from a proposal submitted by the highest bidder. How should you handle the situation? Discuss your decision clearly bringing out the benchmarks of a good research. **(15 marks)**