



MOI UNIVERSITY

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

**UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR**

END OF SEMESTER II EXAMINATIONS

MASTER OF BUSINESS ADMINISTRATION

EXAM CODE:- MBA 898

COURSE TITLE:- BUSINESS RESEARCH METHODS

DATE:- 1ST MARCH, 2017 TIME:- 9.00A.M. – 12.00NOON.

INSTRUCTION TO CANDIDATES

➤ SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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MOI UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATIONS 2016/2017
MBA 898: BUSINESS RESEARCH METHODS

Instructions: *Attempt Question ONE and any THREE other questions*

Question 1: Read the following case and answer the questions following

A SURVEY OF CHALLENGES AFFECTING SUCCESSFUL IMPLEMENTATION CLEANING AND UPGRADING PROJECTS IN URBAN SLUMS IN KENYA (a case of NYS program in Kibera slum in Nairobi County).

According to UN-Habitat (2009) more than 34% of Kenya's total population lives in Urban areas and of this 70% is confirmed in informal settlements. More Important Kenya's annual informal settlements has a growth rate of 5% which is the highest in the World and is likely to double by 2030 of positive intervention measures are not put in place (UNDP, 2012) Nairobi, e.t.c capital city of Kenya has over 3 Million people with more than half of them living in informal settlements and slums occupying less than 5% of Nairobi residential area.

According to Acroly (2007) slum upgrading is a process of intervention in the physical, social, economic and juridicial structure of an existing human settlement. Cities with slum action plans defines slum upgrading as economic Organizational and environmental improvements undertaken cooperatively and locally among citizens community groups, businesses and local authority as well as Government agencies such as National Youth Service. Actions typically include installing or improving basic infrastructure, water reticulation, Sanitation, waste collection , rehabilitation of circulation, storm, drainage and flood prevention, electricity security, lighting and public telephones (*Gulyani ef al, 2011*)

The Kibera slum is one of the largest slum in the world and although the first Government of Kenya declared Kibera settlement illegal it has grown from a la as 10,000 people in 1960 to over one million today. Other slum in the city includes Korogocho, Mathare and Makuru Kwa Njenga (*Umande, 2007*). Recently the National Youth Service was tasked with implementing cleaning and upgrading projects in various Locations of Kibera Slum. This includes Sanitation, good housing, solid waste management, Health care, security and energy among others.

This exercise has faced many challenges including poor road network, lack of community involvement funding and attitude change among other factors. Many studies have been conducted in Lieu of Kibera Informal Settlement (*Haroy et al, 2003*). Such studies underscores the fact that Kibera is heavily pollutes by human refuse, garbage, soot, dust and other waste. It is against this background that the purpose of this study will be to examine the challenges affecting implementation of cleaning and upgrading projects of NYS in Kibera Slum.

Required

- i. The above is an extract of the **statement of the problem** of a research proposal of a postgraduate student in business administration of Moi University. **State** with reason whether you find the title **appropriate**. (2marks)
- ii. Critique the **statement** using the salient features of a good problem statement. (4 marks)
- iii. Suggest a possible **research design** to be used by the study and outline its **advantages** and **disadvantages** (4marks)
- iv. Formulate three **research objectives** , three **research questions** and three **research hypotheses** for the proposed study and **represent** the variables in a clearly labeled conception framework (4marks)
- v. Discuss the **ethical** issues that may affect a research study with Kibera slum in Nairobi County. (4marks)

Question 2

“Literature review is not only necessary for the development of a good testable hypothesis but is also where research begins and ends”

- a) **Discuss** this statement in relation to **importance, process and sources of literature review.**
(14marks)

Question 3

- a) Suggest the reasons for the **need** for **proposal** writing and using appropriate examples explain the **contents** of a research **report.** (14Marks)

Question 4

- i. Using appropriate example distinguish between **Primary** and **Secondary** data and explain the **Advantages** and **circumstances** under which each method is used. (8marks)
- ii. Outline the **qualities** of a good **questionnaire** as a tool for collecting Primary data. (6marks)

Question 5

- i. Distinguish between **pure** and **applied** research and with relevant explain compare and contrast **quantitative** and **qualitative** research. (8marks)
- ii. Distinguish between **Validity** and **reliability** as used in research design and explain the four measurement scales. (6marks)