



MUEO

MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

END OF SEMESTER I EXAMINATIONS

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

EXAM CODE:- MBA 898

COURSE TITLE:- RESEARCH METHODOLOGY

DATE:- 7TH FEBRUARY, 2014 TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

> SEE INSIDE.

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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Instructions To Candidates

- Answer questions **ONE** and any other **THREE** questions.

QUESTION ONE

By use of a model discuss the main steps in the process of a quantitative research.

(18 Marks)

QUESTION TWO

It is now generally accepted that managers with knowledge of research have an advantage over those without.

- Define what research is;
- What is mixed methods research and discuss the value of using this design as opposed to others in your research.
- Why should a manager know about research when the job entails managing people, products, events, environments and the like? Describe the situation where research will help you as a manager make a good decision?
- When is applied research, as distinct from basic research useful?

(3½ marks each)

QUESTION THREE

Quantitative research process often comprises a theoretical framework, hypothesis, conceptual framework, literature survey and a research design.

- Discuss the role and purpose of theory in research
- What is a hypothesis and what role does it play in research
- What do you understand by the term operational definition
- By use of relevant examples explain what a research design is and why it is important to consider basic design issues before conducting a study.

(3½ Marks each)

QUESTION FOUR

- Giving examples briefly write on the following:
 - The four types of measurement scales in research
 - Descriptive and inferential statistics
 - Research methods and research methodology
 - Null hypothesis and alternative hypothesis

(3½ Marks each)

QUESTION FIVE

- "The elements of risk are ever present in hypothesis testing". By use of a diagram, illustrate and discuss the four possible results associated with hypothesis testing.
- The research method you adopt depends on the nature of your study. Discuss.
- Discuss the considerations for choosing a particular research design for a particular study
- Discuss any three types of closed format questions in a questionnaire

(3½ Marks each)

QUESTION FOUR

Table 4.1 below gives summary information on the type of family owned house in a questionnaire administered to students enrolled at Moi University, University of Eastern Africa, Baraton and Eldoret Polytechnic.

Type of family house	INSTITUTION OF HIGHER EDUCATION					
	Moi University		U.E.A Baraton		Eldoret Polytechnic	
Grass roof Mud wall	88	26.5%	1	1.8%	6	7.6%
Iron roof Mud/timber wall	145	43.7%	8	14.5%	38	48.1
Iron roof Stone walls	78	23.5%	24	43.6%	33	41.8
Tiled roof	21	6.3%	22	40.0%	2	2.5

$N = 466$; Chi-square = 105.0; 6df; $P < 001$

Answer the questions that follow Using information contained in Table 4.1 above

- Using information in the table outline the steps used in testing the hypothesis in this case. (5marks)
- State which is the independent variable and which one is the dependent variable and why? (2 mark)
 - Calculate the degrees of freedom. (1 mark)
 - What the difference is between observed and expected frequency in chi-square formula. (2 marks)
 - Interpret the results of the above analysis. (4marks)

E...N...D