MUEO

MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR

END OF SEMESTER I EXAMINATIONS

FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

EXAM CODE:- MBA 898

COURSE TITLE:- RESEARCH METHODOLOGY

DATE:-13TH FEBRUARY, 2015 **TIME:-** 9.00A.M. – 12.00NOON.

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Instructions to Candidate
- Answer questions **ONE** and any other **THREE** questions.

QUESTION ONE

The terms "quantitative" and "qualitative" are used frequently to identify different modes of inquiry or approaches to educational research. The terms can be defined on two levels of discourse. At one level, quantitative and qualitative refer to distinctions about the nature of knowledge: how one understands the world and the ultimate purpose of the research. On another level of discourse, the terms refer to research methods—how data are collected and analyzed –and the types of generalizations and representations derived from the data. Compare quantitative and qualitative research on both levels

(18 Marks)

QUESTION TWO

Consider the following questions, which might be used in a social survey on a sample of 240 students to determine smoking habits of students of Moi University using nominal, ordinal, interval, ratio and dichotomous variables.

i) Do you ever smoke?

Yes ✔
No ⟶ (go to question v)

ii) If you have ticked YES to the previous questions, which of the following cigarette type do you frequently smoke (tick one category only)?
Sportsman { }   Embassy   { }   pipe { }
Crown { }   cigar { ✔ }

iii) How frequently do you smoke? Tick the answer that comes closest to your current practice
Daily { }   Once or twice a week { }   Most days   { }
A few times a month { }   Once or twice a month { ✔ }
Once or twice a year { }

iv) How many sticks of cigarette did you smoke last week?   4 sticks
Answer the following:

(a) Distinguish between nominal, ordinal, interval and ratio measurement scales while indicating the type used in (i) to (iv) above.   **(6 Marks)**

(b) What type of closed format questions would you consider questions (i) to (v) to be?
(**4 Marks**)

(c) Distinguish between observation and questionnaire as instruments of data collection in research. (**4 Marks**)

✓QUESTION FOUR

Students are required to do a study the attitudes of students on a specific B.Sc. programme offered at Moi University. The number of students registered in the programme for the last three years is as indicated below.

Year of Study	Male	Female	Total
1	400	200	600
2	800	400	1200
3	1200	600	1800
4.	1600	1000	2600
Total	**4000**	**2200**	**6200**

Required:

i) The students were undecided on whether they should take a sample or consider a census enquiry. Advise the students on the benefits of sampling and characteristics of a good sample. (**4 marks**)

ii) Recommend to them with reason the best sampling technique for the study and why ? (**2 marks**)

iii) They decided to use inferential statistics to analyze the data. Advise them on the two errors that they are likely to encounter in drawing conclusions (**4 marks**)

iv) Under what research/measurement conditions should parametric statistics be used? Under what conditions nonparametric statistics should be used? Give two examples of parametric and nonparametric statistics. (**Marks 4**)

QUESTION FIVE

Below is an SPSS output giving correlation matrix for three correlations between education, current salary and previous Experience (months). Use the matrix to answer the questions that follow.

$$Y = fn(x_1, x_2)$$

Correlations

		Educational Level (level)	Current Salary	Previous Experience (months)
Educational Level(years) Correlation	Pearson	1.000	.661**	-.252*
	Sig.(2-tailed)		.000	.000
	N	474	474	474
Current Salary Correlation	Pearson	.661**	1.000	-.097*
		.000		.034
		474	474	474
	Sig. (2-tailed)	-.252**	-.097*	1.000
	N	.000	.034	
		474	474	474
Previous Experience Correlation (months)	Pearson			
	Sig.(2-tailed)			
	N			

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2tailed).

a) What is correlation? **(2marks)**
b) Distinguish between Pearson's Product Moment Correlation and Spearman Rank Correlation Coefficient. **(4 marks)**
c) Evaluate the test statistic. **(4 marks)**
d) Write up the results of this output. **(4 Marks)**

QUESTION FIVE

Often problems in quantitative research are underpinned by theories or a theory.

a) Define what a theory is in research. **(2 marks)**

b) Discuss the role and purpose of theory in research. **(3 Marks)**

d) Define what a problem is in research, characteristics of a good research problem and any three sources of a research problem. **(7 Marks)**

h) What is a conceptual framework? How is it different from a theoretical framework? **(2 Marks)**

QUESTION SIX

(a) What is research design, and what factors would you consider to achieve good research designs? **(5 Marks)**

(b) What do we mean by the reliability and validity of measurements? How do we assess it? What is the problem with unreliable measurement, and what can we do about it? **(4 Marks)**

(c) Using relevant examples distinguish between descriptive and inferential statistics in research. **(2 Marks)**

(d) What do you mean by data, data analysis and interpretation in research? **(3 Marks)**

E...N....D