



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR MASTER OF BUSINESS ADMINISTRATION
1ST YEAR 2ND SEMESTER 2024 ACADEMIC YEAR
MAIN & KISUMU CAMPUS

COURSE CODE: MBA 807

COURSE TITLE: RESEARCH METHODS

EXAM VENUE:

DATE: 29/04/2024

EXAM SESSION: 9.00 – 11.00 AM

DURATION: 3 HOURS

INSTRUCTIONS

- 1. Answer any FOUR questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

QUESTION ONE (15 marks)

- 1) Given research title “Factors influencing choice of strategy in organizational performance”
 - a) Establish Four factors appropriate for independent variables. (3 marks)
 - b) Using the established factors determine four specific research objectives (3 marks)
 - c) Explore appropriate four research questions. (3 marks)
 - d) State four relevant Null hypotheses suitable for the study. (3 marks)
 - e) Illustrate a conceptual framework demonstrating clear relationships between the variables and subsequent measurable indicators. (3 marks)

QUESTION TWO (15 marks)

- 1) Examine reasoning as the ability to think logically in terms of deductive, inductive and a combination of both. (5 marks)
- 2) Demonstrate ways in which credibility in qualitative research is achieved. (5 marks)
- 3) Explore the role of extraneous variables with relevant control measures in eliminating possible effects that may threaten experimental procedure/study. (5 marks)

QUESTION THREE (15 marks)

- 1) Survey is a non-experiment research design used to describe the characteristics of a population by use of a questionnaire. Examine with relevant examples longitudinal survey. (5 marks)
- 2) Establish the circumstances when a researcher may consider Case study as the appropriate research design approach? (5 marks)
- 3) Explore practical ways on how to determine a suitable sample size from a population. (5 marks)

QUESTION FOUR (15 marks)

- 1) Experimental designs are conducted to examine the differences in dependent variables thought to be caused by independent variables also called ‘treatment variables’
 - a) Discuss essential elements of experimental design. (3 marks)
 - b) Demonstrate three classifications of experimental design with relevant examples. (3 marks)
- 2) Descriptive statistics is a way of summarizing data by letting one number stand for a group of numbers. Discuss three ways of describing data. (6 marks)
- 3) Statement of the problem describes factors that make the stated problem a critical issue to warrant the study. Establish three key information contained in a good statement of the problem. (3 marks)

QUESTION FIVE (15 marks)

- 1) The discipline of research uses elements ‘building blocks’ to transform researcher’s ideas into concrete research procedures. Explore three elements. (6 marks)
- 2) Conducting qualitative research study is not as distinct as quantitative research. Steps followed often overlap and sometimes conducted concurrently. Examine six key steps involved in conducting qualitative research. (5 marks)
- 3) Inferential statistics makes inferences and predictions about a population based on a sample of data taken from a population in question. Explore the role of hypothesis testing in inferential statistics. (4 marks)

QUESTION SIX (15 marks)

- 1) Causal comparative and correlational designs are descriptive and examine relationships among variables. Explore to what extent the two designs differ. (3 marks)
- 2) Mixed methods research (MMR) is a systematic inquiry which mixes both qualitative and quantitative techniques simultaneously or sequentially in a single study or a series of studies. Examine;
 - a) The strengths and limitations of MMR. (3 marks)
 - b) The concept of triangulation and its types. (3 marks)
- 3) Evaluate the role of research paradigms in the context of;
 - a) Epistemology. (3 marks)
 - b) Ontology. (3 marks)