



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY  
SCHOOL OF BUSINESS AND ECONOMICS  
UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTERS OF  
BUSINESS ADMINISTRATION – WITH IT  
1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2013/2014 ACADEMIC YEAR  
KISII**

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**COURSE CODE: MBA 807**

**COURSE TITLE: RESEARCH METHODS**

**EXAM VENUE:LR10**

**STREAM: (MBA )**

**DATE: 22/8/14**

**EXAM SESSION: 9.00 – 12.00AM/PM**

**TIME: 3 HOURS**

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**Instructions:**

- 1.Answer question 1 (compulsory) and any other 2 questions .**
- 2.Candidates are advised not to write on the question paper.**
- 3.Candidates must hand in their answer booklets to the invigilator while in the examination room.**

## MBA 807: RESEARCH METHODS

Answer question any four questions

### 1. THE ROLE OF MICROFINANCE BANKING IN KENYA

The microfinance banking sector plays an important role in the industrialization process and generation of employment opportunities in Kenya. This sector has a capacity to mobilize resources to the ever increasing population. In spite of the potential benefits in this sector, the government has had little attention with this sector. Due to the public pressure, the ministry has directed you to conduct a research aimed at improving this sector and determine the factors that are affecting this sector.

- a) Formulate a good research title and two objectives (4marks)
  - b) Explain any two tools you will use in your research (4marks)
  - c) When reviewing data, you could use primary and secondary sources. Distinguish between them (3marks)
  - d) Explain any two sampling procedures that you could use in the study (4marks)
2. A researcher has approached you for advice whether he or she has constructed an appropriate questionnaire for the study.
- a) Describe six factors the researcher should consider when constructing a questionnaire (10marks)
  - b) What are the tips on good reviewing of literature (5marks)
3. a) Discuss the types of descriptive study designs (8marks)
- b) Discuss the types of probability samples (7marks)
4. a) discuss some of the problems that a researcher is likely to encounter in the field study (8marks)
- b) Explain what is meant by preliminary pages and what it entails (7marks)
5. a) what is the purpose of carrying out research (8marks)
- b) Explain the qualities of a good research proposal (7marks)
6. a) Discuss the purpose of historical research (6marks)
- b) State and explain the threats to internal validity (5marks)
- c) what are the rules for constructing a questionnaire (4marks)