



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS**

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

YEAR 1 SEMESTER 1 2022/2023 ACADEMIC YEAR (MAIN)

COURSE CODE: MBA 807

COURSE TITLE: MBA 807: RESEARCH METHODS

EXAM VENUE:

STREAM: (MBA)

DATE: 16/12/2022

EXAM SESSION: 9.00-12.00NOON

TIME: 3 HOURS

Instructions:

- 1. Answer ONE and any THREE questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. All questions carry equal marks**

QUESTION ONE: CASE STUDY

Ms. Muhoma, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units. Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms. Muhomaa is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since she feels that these details would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

a) What kind of research design is in order to answer Ms. Muhoma's question? Why? (5 marks)

b) Outline the procedure you would follow in attacking these questions. (10 marks)

QUESTION TWO

(a) As a researcher you have been appointed to do a research on the relationship between high performing students and their interest in sciences courses, describe with examples your sources of literature (10 marks)

b) Discuss characteristics of good problem and criteria for evaluating a problem (5 marks)

QUESTION THREE

As a scholar who intends to undertake a research work, briefly explain under what circumstances would you recommend:

(a) A non-probability sample (5 marks)

(b) A stratified sample (5 marks)

(c) A cluster sample?

(5 marks)

QUESTION FOUR

During the last two decades there has been a dramatic change in business environment. The trend towards complexity has increased associated with business decisions, making it more important to have a sound information base. In view of the above statement, discuss the role of research in today's organization

(15 marks)

QUESTION FIVE

(a) The radio stations have been in the past taking lead in disseminating, sensitizing citizens on devolution matters. In most cases they use interview with opinion leaders and experts. Discuss some of benefits of interviews in conducting a research (5 marks).

(b) One key concern in any research is the validity of the information. In light of foregoing statement, briefly discuss what is meant by external and internal validity, and how a researcher can tradeoff between the two (10 marks)

QUESTION SIX

One of the requirements in JOOUST for MBA course is to present your research proposal before going out to collect data. Discuss the reasons why it is important to write a research proposal before engaging in any field research exercise (15 marks).