

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

UNIVERSITY EXAMINATIONS FOR MASTER OF BUSINESS  
ADMINISTRATION YEAR ONE SEMESTER ONE

MBA 807: RESEARCH METHODS

DURATION: 3HOURS

DECEMBER 2016

**INSTRUCTIONS:**

1. QUESTION ONE IS **COMPULSORY**
2. ANSWER **THREE QUESTIONS** IN THIS PAPER

**QUESTION ONE (30 MARKS)**

- a) Using a suitable topic discuss the major parts of a research proposal  
(15 marks)
- b) Identify the various research instruments that are used to collect data when carrying out a research process and for each instrument indicate the advantages and disadvantages  
(8marks)
- c) Explain the issues of concern that must be addressed by the background information to the study  
(4 Marks)
- d) Highlight issues that must be addressed by the researcher when developing a research instrument for the study  
(3marks)

**QUESTION TWO (20 MARKS)**

- i) Differentiate between:
  - a) Population and Sample (4 Marks)
  - b) Research Design and Sample Design (4 Marks)
  - c) Multicollinearity and Heteroskedasticity (4 Marks)

- ii) Discuss the purpose of Statement of the Problem in Research (8marks)

**QUESTION THREE (20 MARKS)**

- i) Discuss the various types of sampling procedures used in research (9marks)
- ii) Distinguish between a qualitative research and quantitative research (6 marks)
- iii) Explain the ethical issues observed when conducting a research (5marks)

**QUESTION FOUR (20 MARKS)**

- i) Using a suitable research topic write the following:
- a) Three research objectives (3 marks)
- b) Three research questions (3marks)
- c) A Conceptual framework (5 marks)
- ii) Discuss the threats to validity of the research instrument ( 9 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the data recording procedures in research ( 6marks)
- b) Discuss the seven steps in a research process (14 marks)