

UNIVERSITY EXAMINATIONS DECEMBER 2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER
OF BUSINESS ADMINISTRATION

(KISII LEARNING CENTRE)

COURSE CODE: MBA 807

TITLE: RESEARCH METHODS

DATE:

DURATION: 3HRS

INSTRUCTIONS

1. This paper contains six questions. Answer ANY FOUR questions.
2. Write all answers in the booklet provided.

Question 1

- a) Define Literature Review (2mks)
- b) Briefly explain the following approaches to literature review
 - i. Systematic review
 - ii. Narrative review (8mks)
- c) Explain the importance of literature review in the research process (5mks).

Question 2

- a) Distinguish between research design and research method (2mks)
- b) Giving examples, explain any two types of research design (8mks)
- c) Briefly explain any four criterion used in social science research (5mks)

Question 3

- a) What is ethics in social research (3mks)?
- b) (B) Explain four main ethical issues that a researcher should take into consideration when preparing to undertake a research (12mks)

Question 4

- a) Explain the following terms as used in Research
 - i) Reliability (2mks)
 - ii) Validity (2mks)
 - iii) Replicability (2mks)
- b) Describe the main threats to reliability findings in research (9mks)

Question 5

Discuss the following research designs giving an advantage and disadvantage in each case

- a) Survey (5mks)
- b) Case study (5mks)
- c) Cross-sectional (5mks)

Question 6

A colleague has collected data from a sample of 103 students of a local university. He presents you with the following output from the statistical analysis software

Information technology facilities at this university are...

	Good	Reasonable	Poor	Row totals
Undergraduate	63	18	8	86 (83.5%)
Postgraduate	6	4	7	17 (16.5%)
Column totals	69 (67.0%)	22 (21.4%)	12 (11.6%)	103 103

Chi square= 18.33, degrees of freedom = 2, Probability <.01.

- a) Explain what this tells you about undergraduate and postgraduate students' opinion of the information technology facilities (7mks)
- b) Briefly describe when you would use regression analysis and correlation analysis using examples to illustrate your answer (9mks)