



JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
MASTER IN BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION
MAIN CAMPUS

COURSE CODE: MBA 807
COURSE TITLE: Research Methods
TIME: 3.00 HOURS

Instructions:

1. Answer any four questions.
2. Candidates are advised to write in the question paper.
3. Candidates must hand in their answer booklets to the invigilator while in the exam room.

QUESTIONS.

1a. Based on a hypothetical study on staff turnover in the public sector, formulate 2 objectives and critically analyze a theoretical framework ideal for the study. (8mks)

b) Discuss using relevant examples how to analyze data based on interviews to satisfy consumers of research information. (7mks)

2a) Investigate probability, non-probability sampling techniques and inherent errors as far as surveys of supermarkets is concerned. (8mks)

b) Discuss validity and reliability as used in research and the various ways a researcher would realize their attainment. (7mks)

3a) Outline the characteristics of good background to a research problem that would capture the attention of an interested party to a research. Use relevant examples. (8mks)

b) A global business enterprise has engaged you for a market survey for its product. Justify a worldview for the study. Clearly stating its key elements and assumptions. (7mks)

4a) A researcher intends to carry out a research whose instrument of data collection is majorly on interview guide. Outline the steps in conducting literature review for the research.

b) Discuss the variables in quantitative research using relevant illustrations.

5a) Discuss ethical issues during reporting, sharing and storing data and the various ways to address them. (8mks)

b) Based on a hypothetical case outline decisions about choice of either quantitative, qualitative or mixed approach. (7mks)

6a) Discuss what constitutes an ideal statement of the problem in research using relevant examples. (8mks)

b) Inappropriate choice of a research Design is the reason behind the failure of researches in the society. Use illustrations to investigate this assertion. (7mks)