



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF EXECUTIVE MASTER IN BUSINESS ADMINISTRATION

BME 802: BUSINESS RESEARCH METHODS

DATE: Monday 21st November 2016

TIME: 5.30p.m -8.30p.m

INSTRUCTIONS:

Answer question one and any other three

Question one

It has been observed that there is a gradual reduction in employment opportunities for technical college graduates in Kenya. A researcher wishes to conduct a survey on existing self-employment opportunities focusing on small-scale industries and commercial enterprises in urban centers in the country. There are approximately 32,000 business units situated in 40 urban centers in the country. After making an extensive literature search, a researcher observes the following:

- (i) 20% of the business units engage in carpentry and joinery.
- (ii) 25% of the business units engage in building and construction.
- (iii) 25% of the business units engaged in electrical installation
- (iv) 18% engage in auto mechanical repairs
- (v) 12% of the business units engage in business consultancy

Required

- i) Suggest with reasons the most suitable sampling technical for such a study (4 marks)
- (ii) Explain how using the sampling method you have chosen in (i) above a researcher would obtain a final sample of 10% of the population of interest. (10 marks)
- (iii) Supposing the population of interest was only 8,000 show how you would obtain a final sample whose size 20% of the target population. (10 marks)
- iv) Suggest a suitable title of the above study (2 marks)
- v) Explain the possible threats for internal and external validity in any research study.

(10 marks)

vi) Explain the meaning and the nature of a research problem.

(4 marks)

Question Two

a) Identify and explain the various forms of measurement scales (10 marks)

b) "Answers to research issues can be found either by the process of deduction or the process of induction, or by a combination of the two." Discuss this statement using relevant examples. (10 marks)

Question Three

a) Explain the following methods that are used in qualitative research

i) Case studies

ii) Thematic Analysis

iii) Grounded Theory

iv) Discourse Analysis

v) Ethnography

(10 marks)

b) Briefly explain the meaning of null hypothesis and outline the steps usually followed in hypothesis testing. (10 marks)

Question Four

a) Literature review is a *critical* summary of research on a topic of interest, generally prepared to put a research problem in context or to identify gaps and weaknesses in prior studies so as to justify a new investigation. Briefly describe what is meant by being critical or curious in this context. (10 marks)

b) Using relevant examples distinguish between mediating and moderating variable.

(10 marks)

Question Five

a) Briefly outline the ethics that a researcher should observe while conducting any study. (10 marks)

b) Identify and explain the various types of research based on classification by methods of analysis. (10 marks)