



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION
BSU 805: RESEARCH METHODS**

DATE: Friday 19th May 2017

TIME: 5.30p.m-8.30p.m

INSTRUCTIONS:

Answer question ONE and any other THREE

Read the case and answer question one

Continental Warranty a web based company focused its search advertising efforts in 2012 on generating leads through its offer of free quotes for extended-warranty coverage. After three years of running paid search campaigns that averaged 700 web leads per week from 20,000 key word phrases, its lead-capture rate had plateaued. However, the company insights team wanted to know if there were untapped opportunities if the company use more of informative, persuasive or remedial advertising strategies.

Subsequently Shawn Vicklund, director of marketing for Continental Warranty, needed to better understand the company's target audience to increase lead volume, lead quality, and conversions. He believes the strategies the company wants to use will impact their target market and enhance the performance. Continental Warranty turned to conversion-optimization firm magnify360 for help with profiling and better targeting visitors. Shawn Vicklund however is not convinced that is still the best approach. He has contacted you as a business research expert for further help and to conduct research in order to forge the company to a growth trajectory.

Required

- a) Identify and explain the ethical considerations essential in conducting this research.

(10 marks)

- b) Identify the research issues critical in drafting the research problem and highlight the characteristics of a good problem statement. (10 marks)
- c) Show conceptual framework that can be used to undertake the research and indicate the independent variables and dependent variable. (6 marks)
- d) From above (part c) conceptual framework state the testable null hypothesis. (3 marks)
- e) Critically evaluate the benefit of literature review in conducting the above research. (6 marks)
- f) Which research design is appropriate to conduct the above research study? Provide justification. (5 marks)

Question Two

- a) Clearly demonstrate through relevant examples how deductive approach in research can help you to get answers to a specific research questions. (10 marks)
- b) Briefly explain the characteristics of a good sample in research. (10 marks)

Question Three

Explain how you identify the variables in research by giving a detailed account of measurement, scaling and construction of a research instruments. (20 marks)

Question Four

- a) Discuss the distinguishing characteristics and assumptions underlying quantitative and qualitative research. (10 marks)
- b) Identify and explain the threats of internal and external validity in any research. (10 marks)

Question Five

- a) Case study research is an approach in which the core theme of the research cannot be separated out from the context within which it exists. This inevitably means that multiple methods need to be used to help the researcher explore these connectivities. What are the strengths and the limitations of case study research? (10 marks)
- b) Questionnaires, interviews and focus groups are all useful ways of gathering data. In what circumstances would you use each? (10 marks)