



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF DEGREE MASTER OF
BUSINESS ADMINISTRATION**

BSU 805: RESEARCH METHODS

DATE: Friday 1st December, 2017

TIME: 2.00 p.m. - 5.00 p.m.

Instruction: Answer question ONE and any other THREE questions

Read the Case Study and Answer Question One

Within the highly competitive insurance industry, a financial holding company wanted to know how to talk to consumers about its flagship brand and products. The company sought to identify aspects of their brand that most impacted likelihood to consider purchasing and customer loyalty. These key aspects would be used to differentiate the brand from others in the competitive landscape. Hence the company contacted a research expert to conduct a research for them. The main objective of this research was to determine the value of several insurance brands. More specifically, the client company sought to:

- Measure the overall brand equity and customer loyalty, relative to other insurance brands.
- Identify key aspects of the brand that impacted brand equity and loyalty.

In an online survey, consumers evaluated several insurance company brands on a battery of image, product, customer service, and availability attributes which helped the research to measure brand equity. Approximately 3,400 consumer surveys were included in the modeling exercise. These consumers were sourced from Decision Analyst's proprietary American Consumer Opinion panel. A question was added to the survey asking consumers to participate in a 30-minute, in-depth interview via telephone. An appropriate incentive was offered.

Brand equity was considered a comprehensive metric that measured relative brand preference based on all aspects of the brand, including both rational and emotional perceptions of the product, customer service, image, and supply or availability in the marketplace.

Required

- a) Show conceptual framework that can be used to undertake the research and from the conceptual framework derive the research objectives of the study. (10 marks)

- b) Provide a justification of the appropriateness of the research design adopted in the above research study. (4 marks)
- c) The research used a sample of 3400 consumers. Briefly explain the factors that influence a sample size. (8 marks)
- d) The research expert opted to use appropriate incentive to increase the response rate in her study. Critically evaluate her action whether it contravened ethics in research. (6 marks)
- e) Briefly outlines the benefits of telephone interviews. (6 marks)
- f) Assuming you are conducting the above research for academic purpose, identify and explain the various types of validity you will endeavor to measures. (6 marks)

Question Two

- a) Distinguish between the following terms as used in research:
 - i) Experimental and Ex post facto research design. (4 marks)
 - ii) Significant interval and confidence level. (4 marks)
 - iii) Null and alternative hypotheses. (4 marks)
- b) Identify and explain four types of data collection methods. (8 marks)

Question Three

- a) Discuss the major factors to be considered in choosing a sample design. (6 marks)
- b) Identify the research issues critical in drafting the research problem and highlight the characteristics of a good problem statement. (14 marks)

Question Four

- a) Briefly highlight the main areas captured in research report. (10 marks)
- b) Discuss the role literature review in the preparation of research proposal. (10 marks)

Question Five

- a) Discuss five emphasis associated with deductive approach. (10 marks)
- b) Explain five essentials of business research. (10 marks)