



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

BME 802: BUSINESS RESEARCH METHODS

DATE: Friday, 24th November 2017

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

Answer question ONE and any other THREE questions.

QUESTION ONE (COMPULSORY) - 40 MARKS

Platinum is an American based multinational company with business in every continent. The company uses multidomestic strategy in the management of all its major functions in the areas of marketing, finance, operations and human resource management. For the subsidiary based in the east African region, the regional director is currently faced with the challenge of low staff morale in almost all categories of employees. Management top concern is how to improve the morale level to guarantee production levels to cope with market demand. The director of finance suggests that the company consider the option of improving the general working conditions, raising pay scales and make vacation benefits more attractive. The director of HRM however doubts whether this option would improve the morale of all the employees. His point of argument is that some of the employees have supplement sources of incomes and the higher pay may not raise their morale while those without it may work. Faced with this dilemma, the regional office needs the input of an expert to guide in making the appropriate decision and seeks services of a consultant. Assume you are working in the consultant firm and you have been appointed as the principal researcher to investigate the problem.

Required:

- a. Identify an appropriate research title for the study (2 marks)
- b. Identify the different types of study variables that need to be included in this study (4 marks)
- c. State three objectives and research questions that will guide the study (6 marks)
- d. Develop a conceptual framework for the research variables showing clearly their relationships (6 marks)

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- e. Suggest an appropriate research design for the study explaining clearly why the design is appropriate (4 marks)
- f. Define the target population and sampling design for the study (4 marks)
- g. Suggest an appropriate data collection instrument for the study, explaining why it is appropriate (4 marks)
- h. Discuss how the collected data will be analyzed. Assume you will collect both qualitative and quantitative data (10 marks)

QUESTION TWO - 20 MARKS

- a. Discuss **FIVE** characteristics of a scientific research (10 marks)
- b. Define the term measurement and then discuss the following scales of measurement giving examples of each
 - i) Nominal scale
 - ii) Ordinal scale
 - iii) Interval scale
 - iv) Ratio scale
 (10 marks)

QUESTION THREE - 20 MARKS

- a. Discuss **FOUR** research designs that can be used in business research (12 marks)
- b. Discuss **FOUR** reasons why researchers take a sample instead of observing the whole population (8 marks)

QUESTION FOUR - 20 MARKS

- a. Discuss probability and non-probability sampling approaches and explain **THREE** advantages and disadvantages of each approach (10 marks)
- b. Discuss research ethics as they relate to the respondent, sponsor and researcher (10 marks)

QUESTION FIVE - 20 MARKS

Discuss the different components of a research proposal explaining each component clearly (20 marks)