



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2018/2019
SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION
BSU 805: RESEARCH METHODS

DATE: MONDAY, 23RD SEPTEMBER, 2019

TIME: 9.00 A.M. - 12.00 P.M.

INSTRUCTIONS:

Answer Question ONE and any other THREE Questions

Question One

The Government of Kenya has invested a lot of resources in the 47 County Governments. This has been aimed at enhancing service delivery in the 47 counties. However, in most of the counties, the level of service delivery has been below the expected level. There has been shortage of water, garbage has not been collected on time and there is a slot of delay in service provision in most offices. It is hypothesized that may be lack of sufficient resources, poor leadership, poor organizational culture and political interference are amongst the issues that are inhibiting quality service delivery. The Ministry of devolution has overheard that your are a specialist in research methods and has requested you to undertake research to establish what needs to be done to enhance service delivery.

Required:

- (i) What is the research topic under study. (2 marks)
- (ii) Develop four research objectives for this study. (4 marks)
- (iii) Develop four alternative hypothesis that you would test in this study. (4 marks)
- (iv) Develop a Conceptual framework clearly showing the Dependent Variable, Independent Variable and a Moderating Variable. (6marks)
- (v) Develop six questions that you would include in your questionnaire. The questions must include two open ended question, two closed ended question and two contingency question. (6 marks)
- (vi) In undertaking the research, the researcher must undertake empirical literature review and theoretical literature review. Distinguish between the two and clearly show the contents of each type of the ~~receive~~ review. (8 marks)

2. A marketing firm has recently heard that you are a specialist in Data analysis and has consulted you to help interpreted the research findings below on a research that had been conducted on the effect of e-commerce marketing on performance of hotels

Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F Change
1	.878 ^a	.770	.749	.3873	.000

ANOVA of the Regression Model

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	28.563	4	7.141	47.607	.000 ^b
	Residual	8.532	57	.150		
	Total	37.095	61			

(a) Dependent Variable: Performances of rates hotels

(b) Predictors: (Constant), social media, mobile marketing, email marketing and search engine optimization

Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)	.038	.145		.260	.796
social media	.596	.107	.548	5.548	.000
Mobile marketing	.233	.081	.245	2.877	.006
email marketing	.245	.104	.179	2.356	.022
Search Engine Optimization	.435	.106	.382	4.075	.000

Required

- (i) Explain what E, R Squared from the above regression model Summary stands for (4 marks)
 - (ii) It had been hypothesized that E-marketing has a significant relationship with performance. Would you reject or accept the hypothesis? Justify your answer. (2 marks)
 - (iii) Develop a Multiple Regression Model for the above study. (4 marks)
 - (iv) Discuss the different types of validity that need to be adhered to when undertaking this research. (10 marks)
- 3.
- (i) Using examples, discuss any six ethical issues that a researcher should adhere to. (12 marks)
 - (ii) distinguish between the following types of research designs: (8 marks)
 - ❖ Longitudinal and Cross Sectional Research Design
 - ❖ Explanatory and exploratory research Design
- 4.
- (i) Reliability is the extent to which a test procedure yields the same results on repeated trials. Discuss any four ways of assessing reliability. (10 marks)
 - (ii) Using examples, discuss any five factors influencing a sample size for a research study. (10 marks)
- 5.
- (i) A research proposal has a number of sections. Discuss any five contents of the research methodology section of a research proposal. (10 marks)
 - (ii) Using examples, discuss the four levels of measurements. (10 marks)