

KABARAK



UNIVERSITY

**UNIVERSITY EXAMINATIONS
2010/2011 ACADEMIC YEAR**

FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: BMGT 520

COURSE TITLE: RESEARCH METHODOLOGY

STREAM: MBA – S2

DAY: SATURDAY

TIME: 2.00 – 5.00 P.M.

DATE: 18/12/2010

INSTRUCTIONS:

- 1) Answer any FIVE questions.
- 2) Illustrate where possible
- 3) Each question carries 12 marks

PLEASE TURN OVER

QUESTION ONE

- (a) Discuss the importance of research design in planning a management research study **(2mks)**
- (b) A researcher attached to **Utopia** advertising agency claims that the effect of “point of sale advertising technique” is higher than the ordinary advertising techniques in increasing the sale of product Y. He wishes to put the claim to test.
- i.) Suggest a suitable research design for the above study and briefly describe the set-up of the design **(4mks)**
 - ii.) Identify the following variables in the study: Independent, dependent variables and intervening variables **(3mks)**
- (c) Explain the following methods of data collection
- i.) Pantry audits **(1mk)**
 - ii.) Consumer panels **(1mk)**
 - iii.) Projective techniques **(1mk)**

QUESTION TWO

- (a) On one trip to a farmer, a Ministry of Agriculture official notices the farmer spraying tea plants. He asks the farmer what insecticide he is using and the official is delighted to learn that the insecticide is the variety recently recommended by the ministry staff of the extension service. The official concludes that the region’s extension worker is doing a good job. Explain the sources of error in the officer’s conclusion and how these errors can be corrected **(4mks)**
- (b) Using suitable examples, distinguish between qualitative research and quantitative research on the basis of
- i.) Data collection instruments **(2mks)**
 - ii.) Data analysis techniques **(2mks)**
- (d) Conceptualize a hypothetical problem that you would wish to study and then construct a questionnaire with at least **TWELVE** questions to achieve this goal **(4mks)**

QUESTION THREE

(a) Explain where experimental research design is used in business **(2mks)**

(b) The level of lead (heavy metal) in a food sample was obtained by two methods (A and B). For each method, measurements were made seven times and the results below obtained;

Method A	9.5	12.5	10.5	9.9	12.0	15.8	13.5
Method B	8.8	12.0	11.1	8.9	11.5	16.2	13.2

i.) Using a suitable parametric method, determine whether there was any significant difference in the results obtained by the two methods at 10% level of significance **(6mks)**

ii.) Using a suitable non parametric method, determine whether there was any significant difference in the results obtained by the two methods at 10% level of significance **(4mks)**

QUESTION FOUR

(a) Given a survey topic as: “Factors influencing the management and success of small and micro-enterprises in Nakuru”, clearly give the following information.

- i.) Statement of the problem **(2mks)**
- ii.) Objectives of the study **(2mks)**
- iii.) Research questions **(2mks)**
- iv.) Research design **(1mks)**
- v.) Methodology **(2mks)**

(b) Discuss the general ethical issues in research and how they can be handled **(3mks)**

QUESTION FIVE

(a) Compare and contrast primary data and secondary data on the basis of

- i.) Validity (2mks)
- ii.) Reliability (2mks)

(b) “Use of a sample of 6000 is not necessarily better than one of 600”. Discuss (2mks)

(c) A researcher wishes to determine whether the introduction of a strategic plan in his small plant has led to a significant rise in profit (‘000) on average as given by the sample summary statistics below.

Before the strategic plan	After the strategic plan
$\bar{X}_1 = 26,800$	$\bar{X}_2 = \text{ksh.}35,400$
$S_1 = 600$	$S_2 = \text{ksh}450$
$n_1 = 10\text{years}$	$n_2 = 8\text{ years}$

- i.) Which research design was applied by this researcher? (1mks)
- ii.) At 5% level of significance, can he conclude that a strategic plan is important for enhancing performance in an organization? (5mks)

QUESTION SIX

(a) Explain the four basic measurement scales/levels and indicate the variables measured through each level in management (6mks)

(b) Suppose you are an Epidemiologist studying a village that has been attacked by small pox outbreak and you have collected information with the objective of finding out the effect of vaccination on the rate of attacks. Assume you have presented the data using the contingency table below;

	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not vaccinated	185	1315	1500
Total	216	1784	2000

Test for the effectiveness of vaccination in preventing the attack from small pox at 5% level of significance (6mks)

QUESTION SEVEN

- (a) Distinguish between applied research and pure research pointing out which is more appropriate to management/business research and why **(3mks)**
- (b) Explain the following research designs pointing out where each is applied in business research
- i.) Observation study design **(2mks)**
 - ii.) Survey design **(2mks)**
- (c) Explain any **two** business research situations where secondary data is preferred **(2mks)**
- (d) Explain Focus Group Discussions (FGDs) as powerful tool in collecting consumer data **(3mks)**