



UNIVERSITY EXAMINATIONS: 2013/2014
SPECIAL EXAMINATION FOR THE MASTERS OF BUSINESS
ADMINISTRATION (MBA)
HRM 505 BUSINESS RESEARCH METHODS

DATE: APRIL, 2014

TIME: 3 HOURS

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE

Read the case study below (which is the background of a study) and answer the questions that follow.

CASE STUDY

There has been a marked increase in people with disabilities in Kenya (AMREF, 1997). This has been associated with various factors such as the increase in accidents, congenital disorders, diseases and malnutrition. Although some people in society feel the issues of disability are insignificant and are being overblown, the problem caused by disabilities is threatening to add another impediment to Kenya's development efforts particularly in its effort to create equal opportunities for all (AMREF, 1997; UNESCO, 2002).

The increase of the disabled in Kenya is also critical because some members of society still hold the belief that the disabled are a bad omen and should be eliminated or avoided as much as possible (Kisanji, 1995). This has resulted in many disabled children not being sent to school and massive unemployment for the disabled. Some disabled, due to the culture of dependence, have used their handicap to solicit funds and seek sympathy (AMREF, 1997). Unfortunately, these attitudes are unlikely to decrease in the near future unless critical measures are taken by the community in general and the disabled in particular to solve the problem.

Various efforts have been made by the Kenya government to address the issue of disability. In 1982, the Kenya government adopted the UN General assembly 1982 Convention and Recommendations, the task force was to make recommendations on laws that focus on the special needs and requirements of PWDs in society. The following recommendations were made.

1. The promotion of human rights shall have special regard for the disadvantaged groups and communities in Kenyan society especially women, the elderly, children, peasant workers, orphans, the sick, the disabled and refugees.
2. The rights of people with disabilities shall be recognized and implemented enabling them to live a life similar to that lived by other persons.
3. The state and the society shall commit itself to protect People With Disabilities.

The United Nations Decade of Disabled Persons (1983-1992) was a period in which UN member states were expected to implement the World Programme of Action concerning people with disabilities. The decade raised many expectations on the part of disabled people worldwide. It was hoped that after the UN decade, the quality of life of disabled people in the world would be improved. The UN decade created an opportunity for disabled people to meet globally to discuss their issues. It resulted in an improvement of attitudes towards people with disabilities. It also resulted in the formulation of the Standard Rules on Equalization of Opportunities for People with Disabilities and led to the creation of more organizations for disabled people. It also led to the creation of the African Rehabilitation Institute (ARI) by the Organization of African Unity to spearhead disability issues in Africa.

One strategy that has been adopted in Kenya to empower the disabled in society has been the creation of community-based rehabilitation programmes. These are programmes aimed at the provision of health care, rehabilitation, economic empowerment and awareness creation about disability at the community level (AMREF, 1997). Working hand in hand with community members and the disabled, this partnership works to develop empowerment strategies and public education campaigns to increase the visibility of disability issues in the community. The programme provides a venue for the disabled and members in the community to share information on disability issues. Some of the programmes focus on issues important to the disabled, including advocacy, self empowerment, leadership, development skills, government policy and participation, and economic development. The disabled are also informed of the importance of crating alliances with groups, such as women's organizations, religious organizations and community groups, outside the disability movement (AMREF, 1997). Successes and obstacles faced by the disabled in their own communities are also discussed. Programme coordinators and members of the community work together to offer ideas for workable

strategies in solving problems faced due to disability. One such programme in Kenya is in Mukuru slums in Nairobi. This project has been used to help create awareness on disability within this slum area.

The community-based rehabilitation programme in Mukuru slum area addresses the needs of the disabled persons, particularly in areas of rehabilitation and vocational training. Through the programme, health care is provided for disabled persons, particularly the physically disabled. Awareness creation is provided for parents and guardians of the disabled and the community (CBR, 1998). Physiotherapists attached to this programme carry out early intervention for families with children who have developmental delays and also assess and assist school aged children who are experiencing learning problems due to physical disabilities. The goal of this programme is to empower disabled persons and their community. It is believed that through these programmes many disabilities could be prevented (CBR, 1998). Physiotherapists at the community level are expected to assist in the rehabilitation of the disabled, awareness creation, health care and support of the physically disabled (CBR, 1998).

The major concern of this study therefore, was to find out if physiotherapists in the community-based rehabilitation programme at Mukuru slums were providing the physiotherapy strategy consisting of rehabilitation, awareness creation, healthcare and supportive services to the disabled in the community. The pertinent issues addressed are whether CBR will lead to the change of community members' attitude towards disability and the commitment of members of the community to assist people with disabilities.

Required:

- a) From the above passage, suggest a research topic to study (3 Marks)
- b) Describe the significance of the study as articulated in the passage (5 Marks)
- c) In your own words, explain how the passage problematizes the topic and point out the various parts of the passage that support your argument. (8 Marks)
- d) Identify all the independent and dependent variables in the study (4 Marks)
- e) Formulate three possible research objectives of the study. (6 Marks)
- f) What is the target population of this study? (2 Marks)
- g) What is the possible research design for this study? (3 Marks)

QUESTION TWO

- a) Describe the anatomy of a research proposal. (9 Marks)
- b) Distinguish between qualitative and quantitative research. (8 Marks)
- c) Analyze the factors that can help a researcher to come up with a good research topic. (6 Marks)

QUESTION THREE

Given the following business case, describe the data analysis technique that can be applied for each of the following situations:

- a) A financial analyst seeks to establish determinants of success among firms listed in the NSE.
- b) A car manufacturer wants to find out the factors that influence the quality demanded of cars in Kenya.
- c) A firm seeks to compare customer satisfaction between their brand and a competing brand.
- d) A chief finance officer wants to know the age sets of employees in her department.
- e) A beverage seller wants to examine if there is a significant relationship between gender and the brand consumed. (23 Marks)

QUESTION FOUR

You are considering undertaking a country wide survey covering 8 provinces and 47 counties in Kenya. The counties are further into divisions and locations. A sample size of 3000 households is to be used.

Required:

- a) Explain three factors that might have led to the choice of this sample size. (6 Marks)
- b) Discuss the best sampling procedure for this research. (9 Marks)
- c) Analyze the difference between correlational and experimental research designs. (10 Marks)

Question five

- a) Formulate three research objectives each for the following research topics:
 - i) Farming related transport needs and provision in Mwea Tabere Irrigation Scheme, Kirinyaga District, Kenya.
 - ii) Relationship between mathematical language and students performance in mathematics

in public secondary schools in Nairobi County, Kenya.

- iii) Pre - school teacher factors that influence the teacher- child relationships in Meru District, Kenya (10 Marks)
- b) Pick one of the above studies and formulate a research problem statement. (13 Marks)

QUESTION SIX

- a) Discuss ethical issues in data collection. (5 Marks)
- b) Discuss the challenges that could be faced by researchers in data collection. (8 Marks)
- c) Explain the differences in the types of research that could determine a researcher's use of the following data collection instruments:
 - i) Observation
 - ii) Interviews
 - iii) Questionnaires (10 Marks)