



# **SOUTH EASTERN KENYA UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2016/2017**

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

#### **DSM 502: RESEARCH METHODS**

**DATE: 16<sup>TH</sup> DECEMBER, 2016**

**TIME: 9.00-12.00PM**

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#### **INSTRUCTIONS**

**Answer Question ONE and any other TWO Questions TIME: 3 Hours**

#### **QUESTION ONE [30 MARKS]**

- a) The selection of the sample must be done in such a way that it is representative of the population. Explain four characteristics of a good sample area. [8 marks]
- b) A researcher needs to consider ethical issues throughout the period of his/her research and to remain sensitive to the impact of his work to those who he/she approaches to help, those who provide access and cooperation and those affected by his results. Discuss the ethical issues that affect research process [10 marks]
- c) Briefly discuss the following types of research.
  - i) Basic Research (Theory Building).
  - ii) Applied Research.
  - iii) Quantitative Research.
  - iv) Qualitative Research. [12 marks)

## **QUESTION TWO [20 MARKS]**

- a) The management of Domestic finance ltd, a hire purchase company is concerned about the increasing default of debts resulting into bad debts. The management has decided that if the mean of defaulted debts is more than sh 40,000 then the item on hire purchase should be repossessed immediately. The credit control manager selects a sample of 80 delinquent accounts and finds the mean default amount to be sh43,000 with a standard deviation of sh 7,500.

### **Required**

- i) Determine if the items should be repossessed. Test at 5% level of significance [9 Marks]
- ii) State any assumptions made in (i) above. [1 Marks]
- b) A researcher must make efforts to reduce errors (both sampling and non- sampling errors). Discuss some five strategies a researcher can adopt to reduce the errors. [10 marks]

## **QUESTION THREE [20 MARKS]**

- a) As a researcher, discuss five factors you would consider in developing a sample design for your study [10 marks]
- b) Discuss the disadvantages of using interviews as a data collection method [10 marks]

## **QUESTION FOUR [20 MARKS]**

- a) The purpose of research is not well served unless the findings are made known to others through a report. Briefly discuss five Characteristics of a good report. [10 marks]
- b) A research design appropriate for a particular research problem usually involves the consideration of factors. Explain such five factors. [10 marks]

## **QUESTION FIVE [20 MARKS]**

- a) Discuss the qualities of an effective conceptual framework. [10 marks]
- b) Past records show that the average daily output per worker in a firm at the Nairobi Industrial area is 75 units with standard deviation of 15 units. The workers undergo on job training for four months. A sample of 100 workers selected at random shows a daily

average output of 90 units per worker. At the 95% level of significance, has the training improved the workers' productivity? [10 marks]