



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR AND SECOND YEAR FIRST SEMESTER
EXAMINATIONS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION
(CITY CAMPUS - WEEKEND)

MBA 807: RESEARCH METHODS

Date: 20th July, 2013

Time: 9.00 – 12.00 noon

INSTRUCTIONS:

1. Attempt ANY FOUR questions
2. All questions carry equal marks.

- Q1. (a) State the meaning and purpose of research [5 marks]
 (b) Describe the process of problem Identification and state the features of a good research problem. [10 marks]
- Q2.(a) Explain the meaning of the following basic terms as used in research.
 i. Population [2 Marks]
 ii. Statistics [2 marks]
 iii. Theory [2 marks]
 iv. Variable [2 marks]
 v. Parameter [2marks]
- (b) State the purposes and characteristics of good hypotheses [5 marks]
- Q2 (a) Discuss the purpose and scope of literature review [10 marks]
 (b) Describe steps in carrying out literature review [5 marks]
- Q3. (a) Define Survey research and State the purposes and limitations of a survey research. [7 marks]
 (b) State types of Observational Research while pointing out the steps involved in conducting observational research. [8 marks]
 (b) Give a brief account on the following:
 i. Simple Random sampling [2 marks]
 ii. Systematic Random sampling [2 marks]
 iii. Stratified Random Sampling [2 marks]
 iv. Cluster Sampling [2 marks]
 v Purposive Sampling [2 marks]
- Q4. (a) Distinguish between Independent and dependent variables [8marks]
 (b) Discuss the properties of a standard normal curve. [7 marks]
- Q.5. (a) A lecturer gives a CAT to ten students. Their scores are: 20 22 22 30 25 20 28 26 18 15. Calculate the mean of the above distribution. [3marks]
 (b) Give examples of studies in which it is appropriate to use the Chi-square test and Analysis of Variance. [6 marks]
 (c) Distinguish between T-test and F-test giving examples [6 marks]
- Q6. Describe in details components of a research report. [15 marks]