



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN ECONOMICS
AND MASTER OF BUSINESS ADMINISTRATION
(HOMA BAY CAMPUS)

MBA 807: RESEARCH METHODS

Date: 20th July, 2013

Time: 9.00 – 12.00 noon

INSTRUCTIONS:

- ♦ Answer Question ONE (24 marks) and any other THREE questions (12 marks each).
- ♦ Marks will be awarded for being neat, clear and use of relevant illustrations.

QUESTION ONE (COMPULSORY)

- (a) Succinctly explain the phase of a scientific method of research
(10marks)
- (b) Why is research important to the development of an economy?
(6marks)
- (c) (i) Explain the ways of identifying a specific research problem from the broad area (7marks)
(ii) Explain the characteristics of good statement of research problem (5marks)

QUESTION TWO

- (a) Explain the purpose of research hypotheses to a researcher (6marks)
- (b) Compare and contrast stratified and cluster sampling methods
(6marks)

QUESTION THREE

- (a) Differentiate between conceptual framework and theoretical framework with an example in each case (4marks)
- (b) What are the ethical issues related to research? (4marks)
- (c) Differentiate between simple and multiple regression model and demonstrate each case algebraically (4marks)

QUESTION FOUR

- (a) Explain the term "research proposal" and highlight its salient elements (8marks)
- (b) A research Report is not complete without proper review of relevant literature. Explain (4marks)

QUESTION FIVE

- (a) Explain the purpose of survey research and the steps involved in survey research (9marks)
- (b) What factors determine the scope of a research study? (4marks)

QUESTION SIX

You have received a research report done by a consultant on HIV AIDS status in Kisumu County and you are asked to comment on its quality. Explain what would constitute its contents (12marks)