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**University Examinations 2014/2015**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

**BFA 5181: BUSINESS RESEARCH METHODOLOGY**

**DATE: AUGUST 2015 TIME: 3HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three*** *questions*

**QUESTION ONE (25 MARKS)**

READ THE CASE BELOW AND QUESTIONS THAT FOLLOW

Suppose you are the operations manager in a newly created department in a firm that deals with imports and exports of perishable product; with 20 branches distributed in 5 counties of Kenya each with an average of 40 employees. You are disturbed by stagnation of the firm that has been operating at breakeven for the last three years since your joining it. You are interested in researching on why this has been happening hence the need to determine a lasting solution to this problem so as to salvage the enterprise.

1. Formulate an appropriate topic for research that would address the current situation in your firm. (3 Marks)
2. State and explain three hypotheses that would effectively guide this study as per (i) above. (6 Marks)
3. With clear justification, explain an appropriate research design that could be used to guide

the said study. (2 Marks)

1. Basing your arguments on the employment setup in this firm, explain two sampling procedures that are appropriate in selecting a sample for the study. (2 Marks)
2. What is the desired sample size for this study? (5 Marks)
3. State and explain any two independent variables of the topic in (i) above. (4 Marks)

**QUESTION TWO (12 MARKS)**

1. Review of related literature today has been made easier by use of internet services. Justify this statement in respect to searching for knowledge gaps in any research topic in business. (5 Marks)
2. During administration of research instruments, a researcher develops guidelines to assist in ensuring successful implementation of the instrument. By giving relevant examples, discuss why interview schedules are more preferred means of data collection. (7 Marks)

**QUESTION THREE (12 MARKS)**

1. Researchers are usually careful when choosing study designs as well as when preparing study tools because they have direct influence on type of data collected. Critically examine eight factors that would influence internal validity of study findings. (8 Marks)
2. With relevant examples explain qualities of an independent variable in social sciences. (4 Marks)

**QUESTION FOUR (12 MARKS)**

After a researcher is through with data collection, it provides an opportunity for analysis of data in order to answer study questions. Discuss six analysis strategies that could be used for data analysis. (12 Marks)

**QUESTION FIVE (12 MARKS)**

A research design is the arrangement of conditions of collecting and analyzing data in a manner that aims to combine relevance to the research purpose with economy in procedure. It constitutes the blue print for the collection, measurement and analysis of data. Discuss. (12 Marks)