



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY POSTGRADUATE EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DOCTOR OF
PHILOSOPHY IN BUSINESS ADMINISTRATION**

BHR 701: ADVANCED RESEARCH THEORY AND METHODOLOGY

DURATION: 3 HOURS

DATE: 20TH AUGUST, 2018

TIME: 2.00 – 5.00 P.M.

Instructions to Candidates:

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE (25 marks)

- a) Define the term research (5 marks)
- b) Explain the following terms (5 marks)
 - i. Scientific Research (1 marks)
 - ii. Applied Research (1 marks)
 - iii. Basic Research (1 marks)
- c) Explain for what specific purpose is basic research important (2 marks)
- d) What is the purpose of research proposal (5 marks)
- e) Discuss why research is important to successful organizations (5 marks)

QUESTION TWO (25 marks)

- a) Discuss the process of research methods (10 marks)
- b) Mention and explain the sources of research data (10 marks)
- c) Explain giving reasons which is more important applied or basic research (5 marks)

QUESTION THREE (25 marks)

- a) Draw and explain the building blocks of science (10 marks)
- b) Discuss theoretical framework and hypothesis development (10 marks)
- c) Discuss the principles of the questionnaire design (5 marks)

QUESTION FOUR (25 marks)

- a) Draw and explain the research design methods (15 marks)
- b) Explain the various sampling techniques used in research (10 marks)

QUESTION FIVE (25 marks)

- a) Briefly describe the differences between attitude rating scales and ranking scales and indicate when the two are used (15 marks)
- b) Describe the different data source explaining their usefulness and disadvantages (10 marks)