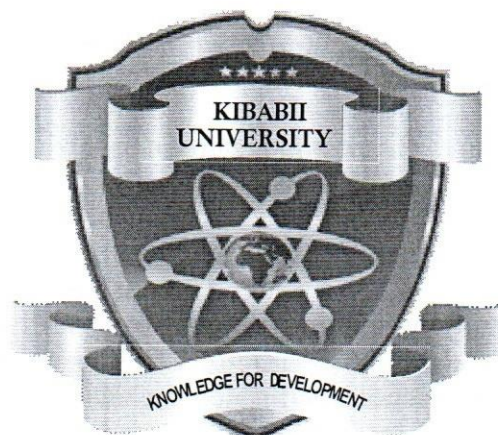


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAM**

2017/2018 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

COURSE CODE: MBA 809

COURSE TITLE: RESEARCH METHODS

DATE: 19/10/2018

TIME: 3 – 6pm

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION ONE
QUESTION ONE

Read the following case and answer the questions that follow

SMEs contribute positively to economic growth, employment and poverty alleviation in South Africa. However, the failure rate of SMEs is very high in South Africa. One of the factors limiting the survival and growth of SMEs in South Africa is non-availability of debt financing. The main objective of the study was to investigate empirically the impact of firm and entrepreneurial characteristics on access to finance by SMEs in South Africa. The variables of interest hypothesized to influence access to finance included age of SME, size, collateral, business information, location of business, industry sector, incorporation, managerial competence, gender of owner, and relationship with bank. Data was collected from King William's Town in the Eastern Cape Province of South Africa using a survey using self-administered questionnaire in a survey. The questionnaire comprised of both close-ended and open-ended questions. The study focused on SMEs which are registered with the Enterprise Directory and the Yellow Pages telephone directory. The population of SMEs was 173. Raosoft sample size calculator was used to calculate the sample size. Raosoft sample size calculator is statistical software that enables researchers to determine the sample size given the following variables: The margin of error, the confidence level, the population and the expected response distribution (Raosoft, 2010). Raosoft provided a minimum recommended sample size of 120. However, 150 questionnaires were distributed because of the limitations associated with self-administered data collection method such as non-response. Data analysis was done using the Statistical Package for Social Sciences (SPSS). Pre-testing the research instrument was done through a pilot study covering 20 respondents. The process of pre-testing helped the researcher to identify areas where the questionnaire needed corrections. Statistical analysis includes descriptive statistics, Pearson correlation and logistic regression. Validity and reliability were ensured by using a statistician and a panel of experts to evaluate the research instrument for conceptual clarity, pre-testing the research instrument in a pilot study and comprehensively reviewing the literature for theoretical constructs and empirical conclusions. Case wise deletion method was used to treat missing values. The Kolmogorov-Smirnov test was used to determine the normality of the data.

Required:

- a) Why is it important to pre-test and pilot the research instruments? (6 Marks)
- b) This study claims "Validity and reliability were ensured by using a statistician and a panel of experts to evaluate the research instrument for conceptual clarity". Explain why this is insufficient in validating the reliability and validity of research instruments. (6 Marks)
- c) Define three types of construct validity applied in evaluating research instruments (6 Marks)
- d) Describe how each type of construct validity mentioned in (c) above can be tested. (6 Marks)
- e) Describe three methods of testing reliability of research instruments (6 Marks)

QUESTION TWO

- (a) Define the term 'scaling' as used in research. [2mark]
- (b) The selection or construction of measurement scales may use any of six approaches available for decision making. Explain each of the approaches. [8 marks]
- (c) Discuss the following three techniques of measurement scale construction:
 - (i) Arbitrary scaling [3 marks]

(ii) Item analysis scaling

[4 marks]

(iii) Factor scaling.

[3 marks]

QUESTION THREE

- a) Giving examples where appropriate, critically discuss the main challenges of conducting survey research in a developing country like Kenya. For each of them suggest possible solutions (12 Marks)
- b) A hypothesis is described as a conjectural statement of the relation between two or more variables. Explain the purposes that hypothesis serve in the research process? (8 Marks)

QUESTION FOUR

- a) Discuss the qualities of a good questionnaire. (6 Marks)
- b) Using appropriate examples explain the concepts of reliability and validity in a measurement instrument. (7 Marks)
- c) Differentiate between qualitative and quantitative research. Under what conditions are each appropriate? (7 Marks)

QUESTION FIVE

You are considering undertaking a country wide survey covering 8 provinces and 47 counties in Kenya. The counties are further into divisions and locations. A sample size of 3000 households is to be used.

Required:

- a) Explain three factors that might have led to the choice of this sample size. (6 Marks)
- b) Discuss the best sampling procedure for this research. (6 Marks)
- c) Analyze the difference between correlational and experimental research designs. (8 Marks)