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**KIBABII UNIVERSITY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS**  
**ADMINISTRATION**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2019/2020 ACADEMIC YEAR**

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**SPECIAL/SUPPLEMENTARY EXAMINATION**

**CODE: MBA 809**  
**COURSE: RESEARCH METHODS**  
**DATE: 01/02/2020 TIME: 11.00AM – 1.00 PM**

**INSTRUCTIONS**

1. Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
  2. Candidates are advised not to write on the question paper.
  3. Candidates must hand in their answer booklets to the invigilator while in the examination room
  4. Credit is given for legibility, clarity and use of relevant examples
  5. Question **ONE** is **30 marks** while Questions **2-5** carry **15 marks** each
  6. Clearly write your **Registration Number** on each answer sheet used
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## QUESTION ONE

Mr. Gatera Robert is a final year student in Kibabii University and wants to conduct a research on how mobile money services are affecting SME's performance in Kenya. According to Mendes, (2007) as mobile phones proliferate around the developing world, new services are emerging. Mobile Network Operators (MNOs) constantly diversify services to compliment voice and SMS in a progressively competitive environment where the goal is improving customer retention and reducing churn (Mendes, 2007). Most small and medium companies in the world use Mobile money services to conduct their business effectively and efficiently. Mobile money helps SME's to pay for the goods, transfers money to the bank and other business partners and save money in their respective phones for safety. These services have boosted financial performance of SME's in form of profitability, return on investment, return on loan, liquidity and return on asset. In spite of the efficiency, mobile money has provided SME's an effective business service delivery in form of access to fast, efficient and convenient banking services, SME still face some challenges in using mobile money services which include inability to offer interests on savings, some mobile money agents do not have enough float hence users become disappointed to use the system. There are possibilities of fraud as some agents may tamper with clients' PIN Number and withdraw money from their accounts. Additionally, SMEs might not be comfortable with mobile money security due to the fact that cell phones can be easily stolen. Other issues may include unreliable network and technical knowhow by some clients. It is upon the above problem that is why Mr. Gatera Robert is prompted to conduct a research on mobile money service delivery among SME's performance in Kenya.

### Required:

- a) Construct an appropriate research topic that could be used Gatera Robert (2 Marks)
- b) Using a logical approach system, draw a conceptual framework for the study by indicating independent, dependent variable and intervening variable with sub variables that fall under each of them respectively  
(10 Marks)
- c) What problem justifies Mr. Gatera research? (5 Marks)
- d) Considering your conceptual framework construct Three SMART specific objectives for the research (6 Marks)
- e) List three (3) questions Mr. Gatera is likely to construct from the objectives (3 Marks)
- f) What research design would you advice Mr. Mbabazi to use and why? (4 Marks)

## QUESTION TWO

Most students have failed to complete their research project because they don't analyze their topic comprehensively

- a) Explain five (5) factors considered when choosing quality research topic (10 Marks)
- b) Mention five (5) sources you would consider to choose your research topic (4 Marks)

## QUESTION THREE

- a) Explain five (5) importance of literature review to any given research (10 Marks)
- b) With example describe two types of research methods you know (5 Marks)

## QUESTION FOUR

- a) Why is research sample important for any given research (5 Marks)
- b) Describe five types of non-probability sampling methods you know (10 Marks)

## QUESTION FIVE

- a) Describe five tools used in data analysis (10 Marks)
- b) Why is research scope important in research (5 Marks)