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UNIVERSITY EXAMINATIONS
MAIN EXAMINATION
2021/2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION

COURSE CODE: MBA 809

COURSE TITLE: RESEARCH METHODS

DATE: 06/06/2022

TIME: 2.00PM - 5.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **40 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 3 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTIONS : SECTION A

QUESTION ONE

Mr. Gatera Robert is a final year postgraduate student in Kibabii University and wants to conduct 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 research on mobile money service delivery among SME's performance in Kenya.

Required:

- a) Explain any Two types of Sampling that Mr. Gatera can consider in his research in the Kenyan context **(10 marks)**
- b) Describe five criteria that Mr. Gatera Robert can consider in selecting an appropriate research topic **(10 marks)**
- c) Mr Gatera is bound to carry out an extensive literature review for his research. In your opinion, what purpose would the extensive literature review serve **(10 marks)**

QUESTIONS : SECTION B

QUESTION TWO

- a) Explain the difference between Hypothesis and Hypothesis Testing **(5 marks)**
- b) A number of issues would stimulate research interest of Business Executives in Kenyan Manufacturing Industry today. Discuss **(10 marks)**

QUESTION THREE

Most students have failed to complete their research project because they don't review their literature comprehensively

- a) Explain five (5) factors considered when presenting literature review (5 Marks)
- b) Mention five (5) sources you would consider on reviewing your literature (10 Marks)

QUESTION FOUR

- a) With example describe two types of research methods you know (5 Marks)
- b) Explain how Inductive Reasoning versus Deductive Reasoning can be used in any given research (10 Marks)

QUESTION FIVE

In business, research is usually primarily conducted to resolve problematic issues in, or interrelated among, the areas of accounting, finance, management, and marketing.

- a) Describe five steps in a Business Research Process (5marks)
- b) Discuss the Five Elements of a Problem Statement (10marks)