

UNIVERSITY EXAMINATIONS
SPECIAL /SUPPLEMENTARY EXAMINATION
2020/2021 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER

**FOR THE DEGREE OF MASTER BUSINESS
ADMINISTRATION WITH IT/ MASTERS OF SCIENCE IN
HUMAN RESOURCE MANAGEMENT/MASTER OF
BUSINESS ADMINISTRATION**

COURSE CODE: MBT 809/MBA 809/HRM 890

COURSE TITLE: RESEARCH METHODS

DATE: 14/01/2022

TIME:8.00AM-11.00AM

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

TIME: 3 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

Mr. James Wafula, the new Estates Manager in Kibabii University wanted to establish the students' experiences of Private Accommodation vis-à-vis Kibabii University Hostels in relation to their Academic Performance. He designed and sent out a questionnaire to 1,000 students out of 11,000 students. When the replies started to come in, he realized that the questionnaires weren't generating the type of information in which he was interested. When he shared his concerns with the Registrar Administration and Finance, it emerged that James was really interested in attitudes towards, and experiences of, rented accommodation. His questionnaire had been poorly designed and was not generating this type of information. He had to scrap the questionnaire and construct another set which he combined with a number of one-on-one interviews to get more in-depth information. He had spent three months designing and administering a questionnaire which had not produced the type of information he required. If he had spent more time thinking about the research, especially coming to terms with the difference between qualitative and quantitative research, he would have saved himself a lot of time and energy. Knowing that the evaluation of a quality research report depends on its content, presentation and we know that, it is a valuable exercise for the Estates Manager. By using a pattern such as the one suggested in Fig. A and Fig. B, the critical analysis of the many aspects of another researcher's report helped the Estates Manager to develop competency in his own research and reporting skills.

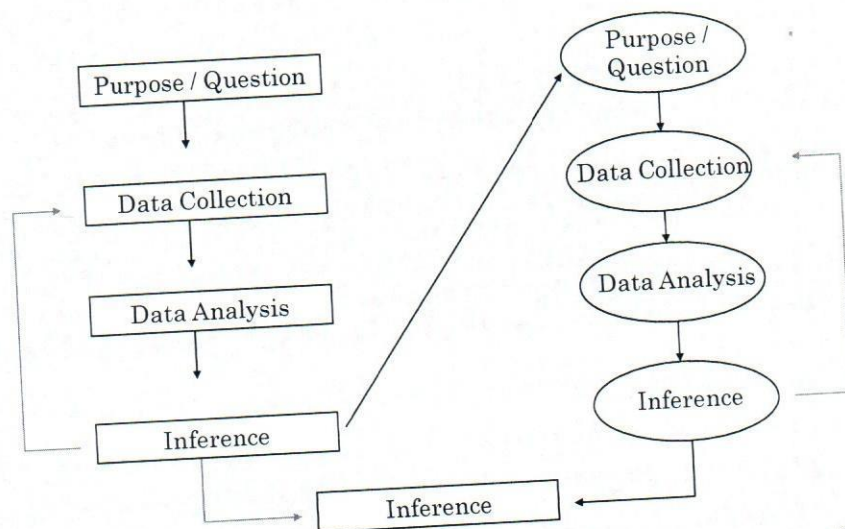


FIGURE. A

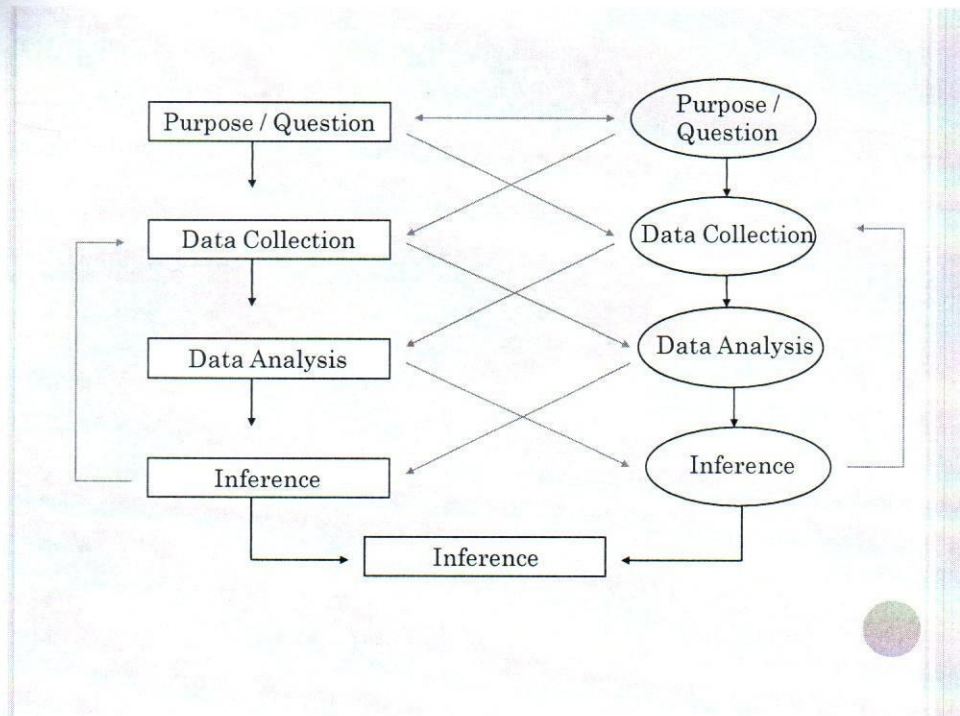


FIGURE. B

Required:

- a) Explain how Figure A will help James to evaluate the quality of his research report (10mks)
- b) Explain the linkage between two different data collection methods and data analysis during the evaluation of James' research report. (10mks)
- c) Was the sample size used correct? Justify your answer with reference to Yamane (1967) formula (10mks)

QUESTION TWO

According to a recent Nation Media poll of 1,000 adults under normal circumstances, 11% think that the number of Kenyan military forces in Somali should be increased.

- a) Propose an appropriate research design that should have been used in this study and why (5mks)
- b) Explain the sampling techniques that should have been used and why (5mks)
- c) Why it is advisable to use probability sampling techniques than non-probability sampling techniques (5mks)

QUESTION THREE

Survey research can be divided into a number of steps. In order to be successful, survey research needs to be implemented well at each and every step since problems at any step can lead to incorrect results. Explain the research process (15mks)

QUESTION FOUR

As researcher and consultant, you are called by the National Institute of Statistics of Rwanda (NIRS) for a consultancy to conduct a survey on poverty reduction in Rwanda. You find that financial resources allocated and the time to submit report will not allow you to conduct that study to the whole target population which is 45000. Fortunately, there is a study that has been conducted 2 years ago which shown that 65% of that population left under the line of poverty.

Required:

- a) Explain the scenario in which non probability sampling techniques can be used in lieu of probability sampling technique (5mks)
- b) Demonstrate how validity of the data collection instruments would be arrived at (5mks)
- c) Account for how the reliability of the data collection instruments would be arrived at (5mks)

QUESTION FIVE

Identify each of the following as either qualitative or quantitative and either discrete or continuous. If the variable is quantitative, does it have an interval or ordinal scale?

- a) The number of bedrooms in your apartment (3mks)
- b) The GDP of a country. (3mks)
- c) The type of political system of a country (3mks)
- d) Access to clean water (3mks)
- e) Public expenditures in education. (3mks)