



**UNIVERSITY EXAMINATIONS**

**MAIN 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: 02/12/2021**

**TIME: 9.00AM – 12 NOON**

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**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**

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## QUESTIONS : SECTION A

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### 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) Describe five characteristics of a good research that Mr. Gatera Robert can consider in Kenya **(10 marks)**
- b) Outline five components of a good research report that Mr. Gatera Robert will consider in the process of writing his report **(10 marks)**
- c) Kenya has been undergoing fast growth both in its population and the economy. Considering this growth, explain how research can be made relevant in Kenya **(10 marks)**
- d) Construct an appropriate research topic that could be used by Gatera **(10 marks)**

## QUESTIONS : SECTION B

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### QUESTION TWO

- a) Explain the difference between Primary Data and Secondary Data **(5 marks)**
- b) Explain any five factors stimulating interest in research methods today **(15 marks)**



### QUESTION THREE

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 FOUR

- 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 FIVE

- a) In business, research is usually primarily conducted to resolve problematic issues in, or interrelated among, the areas of accounting, finance, management, and marketing. Outline five issues/areas that could be of interest to you in the current business Research (10marks)
- b) Explain the meaning of the terms: Theoretical Literature Review and Empirical Literature Review. (10marks)