



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2017/2018

FIRST YEAR, SECOND EMESTER EXAMINATION FOR THE MASTER OF BUSINESS ADMINISTRATION

BFA 5181: BUSINESS RESEARCH METHODS

DATE: SEPTEMBER 2018

TIME: 3 HOURS

INSTRUCTIONS: *Answer question one and any other two questions.*

QUESTION ONE (24 MARKS)

The county government of upper eastern region of Kenya (Marsabit, Isiolo, Meru, Tharaka Nithi and Embu) have jointly organized a seminar to be held at Isiolo town in October 2018 whose theme is: "Issues of finance impropriety undermining devolution implementation in Kenya". The counties are facing challenges of financial improprieties experienced every financial year. This invitation has been extended to all universities in the said counties, and particularly to students pursuing the Master of Business Administration programme (Degree). Assume as MBA student of Meru University of Science and Technology your department has nominated you alongside other students to write a good research proposal addressing these concerns raised by the countries as captured in the seminar's theme. Therefore, answer the following questions.

- a) Generate a reasonable researchable title in the context of issues raised by the County governments of upper eastern region of Kenya. (3 Marks)
- b) Set up three smart hypotheses derived from the study title stated in (a) above. (6 Marks)
- c) Discuss appropriate sampling procedures to arriving at a manageable sample size while justifying the techniques used. (12 Marks)
- d) In your own opinion, state and justify choice of two research designs that would be appropriate for the intended study. (3 Marks)

QUESTION TWO (12 MARKS)

A well crafted research tool is importance for a given study since it's reliable and permits collection of anticipated data. Compare and contrast the application of interview schedule and focus group discussion in data collections during field inquiries. (12 Marks)

QUESTION THREE (12 MARKS)

Pollsters carry research from among participants in seeking opinions about probable outcome of imminent event like election consumption preferences, goods supply etc. however, for a predictive election outcome, pollsters may sometimes get it wrong. Discuss (12 Marks)

QUESTION FOUR (12 MARKS)

Literature review entails a detailed and rational analysis of, and critique on the merits and shortcomings of relevant knowledge in a given topic for research. Discuss necessary ingredients for critical review of related literature in social sciences. (12 Marks)

QUESTION FIVE (12 MARKS)

- a) Data gathering is the critical moment of making or diluting the research findings. Critical discuss aspects that are determinants of data collection process. (8 Marks)
- b) A research study worth the benefits of scientific inquiry must enjoy a theoretical framework to guide the manipulations of its variables. Explain the importance of using a theory during research process. (4 Marks)