



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF BUSINESS MANAGEMENT

MBAD 804: RESEARCH METHODOLOGY

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: FRIDAY 09/7/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS: Answer question ONE and any other THREE

QUESTION ONE

Entrepreneurship's scholars believe that innovation, network assertiveness and creativity largely affect enterprise performance. As a business student you want to examine this belief.

- (a) Decompose this belief into a researchable topic [3 marks]
- (b) Set out the research objectives [6 marks]
- (c) Questions and hypothesis that would be appropriate in your study [5 marks]
- (d) Draft a conceptual framework for the same [5 marks]
- (e) You are employed as a school psychologist in a district that has a broad range of family income levels. The district just started a Vocational Transition program for juniors in high school. The program will be scheduled for one period once a week for the entire school year. You have been asked to evaluate the effectiveness of this program. Describe how you would evaluate the effectiveness of this curriculum. Identify the data collection methodology effective for this research

[11 marks]

QUESTION TWO

- (a) A research worker plans to evaluate high school students reactions to a new policy on closed campus stations. He locates himself near the office of the dean, where he interviews every fourth student who visits the dean. He eventually secures data from 100 interviews and publishes his findings as the "Reactions of high school students to a new policy for a closed campus". What may be wrong with this approach? Support your answer

[10 marks]

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- (b) Under what conditions would you as a researcher prefer non-probability sampling and what techniques would you consider? [10 marks]

QUESTION HERE

- (a) Through observation data is collected by the researcher observing the subject. It is commonly applied in studying behaviour. Observation can be structured where there is careful definition of the units to be observed, style of recording, standardized conditions of observation and selection of pertinent data or unstructured where there is no prior planning of the observation. Discuss some of the benefits of observation over other methods.

[10 marks]

- (b) Selection of appropriate method for data collection is key within processes in research. Identify some of the considerations in selecting appropriate method [10 marks]

QUESTION FOUR

- (a) After data collected, it must be processed. Explain what data processing entails [10 marks]
- (b) When writing a research paper researchers must acknowledge they are using the ideas, information or arguments of others, whether they are directly quoted or not. Distinguish between a theoretical and empirical review. [10 marks]

QUESTION FIVE

Naturally, people are curious and in their interaction with the world around them. Citing various examples discuss the importance of research on day to day life. [20 marks]
