

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION AND MASTER OF PROCUREMENT AND LOGISTICS  
MANAGEMENT**

**MBAD 804/MSCF 871: RESEARCH METHODOLOGY**

**STREAMS: MBAD & MPLM Y1S2/ MSCF**

**TIME: 3 HOURS**

**DAY/DATE: THURSDAY 08/04/2021**

**8.30 A.M. – 11.30 A.M.**

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**INSTRUCTIONS:**

- **Answer ALL questions.**
- **Marks will be awarded for clarity and originality of ideas.**
- **Do not write on the question paper.**

**QUESTION ONE**

There is increased concern regarding the increasing failure rates among students. You have heard that the failure rates are greatly associated with the student characteristics including commitment, fees availability and mental acuity which greatly influence the student's mental capacity. However, this effect is dependent on the learning environment such that students in a more conducive environment are likely to outperform those in poor environments. As a research student you are not sure you agree with these assertions so you've decided to carry out a study on this.

- (a) Identify the study variables involved in the above scenario stating what types of variables they are based on their relationships to each other. (4 marks)
- (b) Present a conceptual model depicting the relationships between the variables in this scenario. (5 marks)
- (c) Set out the null hypothesis envisaged in the above scenario. (5 marks)
- (d) Propose an ideal topic for the above study. (3 marks)

- (e) Discuss the research designs available to researchers with respect to the crystallization of the research questions and propose which of these would be most appropriate for this study.  
Justify your choice. (5 marks)
- (f) Explain quota sampling and practically demonstrate how you would apply this technique in the above study showing the disadvantages you are likely to experience with this technique. (10 marks)
- (g) Picking any one of the variables in the above scenario, explain and illustrate the following
- (i) Construct (2 marks)
  - (ii) Indicator (2 marks)
  - (iii) Operational definition (2 marks)
  - (iv) Conceptual definition (2 marks)

### QUESTION TWO

- (a) Research philosophers hold divergent views along those that argue that “data follows theory” and those that argue that, “theory follows data.” Discuss these contrasting views. (10 marks)
- (b) Literature review is a crucial component of any research process. Explain what is literature review clearly showing the main types of literature reviewed and the purpose of conducting literature review. (10 marks)

### QUESTION THREE

You are writing on how business can collaborate with society to create mutual benefit and you use some ideas from an article with the following details:

Authors: Michael E. Porter and Mark R, Kramer

Title: Creating Shared Value

Volume: January – February

Year: 2011

Pages: 1 to 17

- (a) Explain what citation is and detail six reasons why citation is important in research. (8 marks)
- (b) How would the citation for this article appear in text at the beginning of a sentence and at the end of a sentence? (6 marks)
- (c) Show how this article would appear at the reference list (6 marks)

### QUESTION FOUR

- (a) One of the key decisions for a researcher who collects data using a questionnaire is the response strategy. Discuss five factors that influence the researcher in choosing the response strategy showing how they influence the researcher’s choices (10 marks)

- (b) Propose a study that you would want to conduct and:
- (i) Show why measurement is a critical activity in the study. (2 marks)
  - (ii) Discuss the measurement scales that you would apply giving an example of each relation to your study. (8 marks)
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