

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THARAKA UNIVERSITY COLLEGE

**EXAMINATION FOR THE AWARD OF DEGREE OF
MASTERS OF BUSINESS ADMINISTRATION & MASTERS OF SCIENCE IN
ECONOMICS**

MBAD 804/MSEC 803: RESEARCH METHODOLOGY

STREAMS: MBAD/MSEC

TIME: 3 HOURS

DAY/DATE: TUESDAY 03/12/2019

11.30 AM – 2.30 PM

INSTRUCTIONS:

ANSWER ALL QUESTIONS

QUESTION ONE (40 MARKS)

- (a) Micro-finance firms in Tharaka Nithi County have been experiencing declining rate financial performance in the past five years. A researcher wishes to establish the link between financial regulations and financial performance of MFIs. The study will involve collecting data first hand from a population comprising all registered MFIs in the county. A sample will be formed by proportionately selecting MFIs from each subcounty. Data will be collected just once from the cases in the sample using survey technique. The study will not involve manipulation of variables but rather the researcher believes a descriptive analysis would be suitable. The researcher requires 95% degree of confidence in the findings. After extensive search of literature, the researcher identifies Capital adequacy, solvency and Asset quality as key dimensions of financial regulations.

Required:

- (i) Develop a suitable title for the study. [2 marks]
- (ii) Identify the independent and dependent variable (s) [2 marks]
- (iii) Suggest a suitable research design(s) for the study with sufficient justification. [2 marks]

- (iv) Explain the meaning of 95% degree of confidence. [2 marks]
- (b) Discuss distinguishing characteristic features of scientific research. [10 marks]
- (c) Literature review is the process of identification, location and analysis of documents containing information to the proposed research problem being investigated. In the light of this statement, explain the reasons for carrying out literature review. [8 marks]
- (d) In constructing a questionnaire for primary data collection in research, it is important to know what level of measurement you are working with as this partly determines the nature of analysis of the data. While giving examples, discuss four levels of measurement of data and state the appropriate statistical operation for each scale. [8 marks]
- (e) Discuss four major sources of measurement error in research process. [4 marks]

QUESTION TWO

- (a) The acceptability of findings in any research rests to a large extent on the sampling Design used. Elaborate on this statement highlighting four probability sampling techniques that could be used. [10 marks]
- (b) A researcher has hypothesized that most effective managers grew up in the rural areas, studied sciences, married early and rarely shift jobs. However, this would vary according to gender.

Required:

- (i) Suggest a suitable title for the research. [2 marks]
- (ii) Identify the independent, dependent or other types of variables (fully justify your classifications). [4 marks]
- (iii) State four research questions that would suit the above research. [4 marks]

QUESTION THREE

- (a) Distinguish between the following research designs
 - (i) Exploratory [2 marks]
 - (ii) Correlational [2 marks]
 - (iii) Experimental [2 marks]
 - (iv) Historical [2 marks]
 - (v) Case study [2 marks]
- (b) Describe circumstances under which statement of hypothesis would help as well as disadvantage the researcher. [6 marks]

- (c) Explain the distinction between internal and external validity of research instruments. [4 marks]

QUESTIN FOUR

- (a) Showing your understanding of the many ways that sample size becomes a consideration in research design and interpretation of results; discuss the significance of sample size in research. In what ways does the size of your sample affect the nature of your study and/or the conclusions you can draw from it? Does a larger sample always mean a “better” study? [15 marks]
- (b) What factors should be considered when deciding on the content of individual questions in questionnaire design? [5 marks]
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