

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS  
MANAGEMENT

MBAD 804: RESEARCH METHODOLOGY

STREAMS: MBAD (ODEL) (Y1S2)

TIME: 3 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 11.30 A.M.

**INSTRUCTIONS**

- Answer ALL questions. Don't write on this question paper.

**QUESTION ONE (CASE STUDY)**

- (a) In the recent past, the Bodaboda Transport sector in Kenya has attracted a lot of attention because of the important role it plays in generation of employment opportunities. The sector has the capacity to mobilize investments and provide affordable alternative transport services to the people of Kenya. In spite of the great contributions the sector can make to the development of our service economy, the government has not put up strong measures that can support and regulate this sector. This is because preliminary investigation shows that the performance of this sector has been affected by various factors among them: harassment of owners by traffic police officers, insecurity, lack of access to affordable credit, competition among other factors. In response to the increased pressure and demand from the general public towards the national government to streamline and improve the Bodaboda Transport sector, the ministry of Transport and Infrastructure has directed you as the Lead researcher to conduct a study aimed at strengthening the sector.

**(b) Required:**

- Identify an appropriate title for the study (2 marks)
- Develop four suitable objectives that would be appropriate for the study (4 marks)

- (iii) Formulate four suitable research hypotheses for this study (4 marks)
- (iv) Draw a conceptual framework of this study showing the dependent variable, moderating variable and independent variables (8 marks)
- (v) Assess the reasons why a questionnaire would be a suitable tool for data collection in this study (8 marks)
- (c) Examine the characteristics of a good hypothesis (8 marks)
- (d) Explain the importance of research in a growing economic system (6 marks)

**QUESTION TWO**

- (a) Distinguish between the following terms used in research methodology:
  - (i) Qualitative Vs Quantitative research (4 marks)
  - (ii) Target Population and sample (4 marks)
- (b) Discuss any four types of non-probability sampling techniques in research process (8 marks)
- (c) Explain the concepts of validity and reliability of research instruments (4 marks)

**QUESTION THREE**

- (a) The first step in a research process involves defining and selecting the research problem. What are the main issues that should receive the attention of the researcher when formulating a research problem? (10 marks)
- (b) Distinguish between primary data and secondary data and set out the various sources of information for secondary data in research (10 marks)

**QUESTION FOUR**

- (a) The research proposal preparation is essential in the development of and pursuit of the research endeavor. Explain the importance of research proposal (10 marks)
  - (b) Outline the professional ethical guidelines you will observe during the research (10 marks)
- .....