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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 15th December, 2020
Time: 11.30am – 1.30pm

KBA 400 - RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

THE FOCUS ON MANAGEMENT RESEARCH

In an *Academy of Management Review* article Van De Ven and Johnson (2006) examine three related ways in which the gap between theory and practice has been framed. One approach views it as a knowledge transfer problem. Some Practitioners have not been able to adopt the findings of research in fields, such as management because the knowledge is produced in a form that cannot be readily applied in practical contexts. A second approach views knowledge of theory and practice as distinct kinds of knowledge. Each reflects a different fundamental approach for addressing different questions. To say that the knowledge of theory and practice are different is not to say that they are in conflict, or that they substitute for each other; rather, they complement one another.

This leads to a third view – namely, that the gap between theory and practice is a knowledge production problem which questions the traditional mode of research practised in business and professional schools and has led to the proposal that a key defining characteristic of management research is its applied nature.

Having reviewed the problems and assumptions of the first two approaches, Van De Ven and Johnson propose a method of *engaged scholarship* in which researchers and practitioners co-produce knowledge that can advance theory and practice in a given domain.

- a) In your view, what are the qualities of a good research?
(6 Marks)
- b) With reference to the case study above, explain the steps of research process
(7 Marks)
- c) Identify a research topic from the case study and discuss three types of study variables that you would adopt.
(6 Marks)
- d) What is the difference between quantitative and qualitative research.
(10 Marks)

QUESTION TWO (20 MARKS)

- a) Describe the steps in questionnaire construction. (10 Marks)
- b) Explain the advantages of secondary data. (5 Marks)
- c) Describe the sources of a research topic. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss four advantages of computer and analytical skills in research (10 Marks)
- b) Describe the steps involved in data preparation. (5 Marks)
- c) Explain the characteristics of a good sample. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Briefly explain the four types of research designs based on purpose. (5 Marks)
- b) Discuss five purposes of hypotheses. (5 Marks)
- c) Explain the difference of the following terms;
 - i) Independent variable and Dependent variable (4 Marks)
 - ii) Population and Sample (4 Marks)
 - iii) Continuous variables and categorical variables (2 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain four factors that you would put into consideration while evaluating literature to use in your research works. (4 Marks)
- b) Explain why is it necessary to carry out an Empirical Review in business research. (10 Marks)
- c) Identify and explain three types of Descriptive Statistics (6 Marks)