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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FOURTH YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 5<sup>th</sup> December, 2023  
Time: 10.30am –1.30pm

**KBA 400 – RESEARCH METHODOLOGY**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

**PERENNIAL FINANCIAL CRISIS AT ABC**

Shelly, the Human Resource Manager at ABC company in Kenya, has worked for 6 years at the company. In her work, she has experienced numerous human capital management challenges due to lack of skills and competence in evaluation of their training programmes, scheduling and budgeting control system. This has affected the human resources management operations within the organisation and the labour supply chain. The company reports indicate that it has been experiencing 20% labour turnover annually. Their marketing and procurement team have not been able to execute their duties too due to existing financial crisis within the organisation. In addition, the Finance department has not been able to provide audited financial statement for reconciliation processes citing lack of printing materials. The financial report that was presented to the board members had different figures revealing unexplained variation. According to the CEO of ABC company, the financial crisis is associated with high cost of training programmes that ABC engages in. The CEO also lamented that the procurement officers don't conduct the vetting of suppliers and that they suspect some kind of corruption since they mostly rely on single sourcing of training materials and trainers. Since ABC company rely on single sourcing of trainers, they missed an opportunity to partner with a global investor in service delivery, who could identify a market for their products overseas. As an aspiring researcher, you should have the motivation to conduct research at ABC company.

Required;

- a) Identify a relevant research topic that clearly shows the cause-and-effect relationship. The topic identified should be a reflection of your area specialization. (2 marks)
- b) Using 5WH model, draft the statement of the problem relevant to your topic as per your area of specialization. (4 marks)

- c) Develop a conceptual framework that clearly indicates three independent and one dependent variable. The independent variables should be accompanied with possible study indicators. (6 marks)
- d) As an aspiring researcher, highlight six main objectives of conducting research at ABC. (6 marks)
- e) Conducting a study at ABC Company requires a thorough literature review on specific company reports. Examine the importance of conducting such an extensive literature review. (6 marks)
- f) Explain any three probability sampling methods that Shelly can adopt in her study. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Based on the knowledge you acquired in research methodology. Explain the research process step by step. (8 marks)
- b) Using examples, explain any four types of research designs that can be adopted by social scientist. (8 marks)
- c) Significance testing can be described as a process of helping to rule out the possibility that your results could be due to random variation in your sample. Explain two main groups of statistical significance test. (4 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the content of Chapter One of the research proposal that you intend to do and present for your final course work. (8 marks)
- b) Using a well labelled diagram, explain any four types of variables adopted in research. (8 marks)
- c) There are a number of logistical issues that should be considered when conducting research. Explain two main limitations in research and their corresponding ethical responses or mitigation strategies. (4 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discussion of research philosophy in your research project include three key issues or areas that should be clarified to strengthen your research design. Analyse the three types of research philosophy. (8 marks)
- b) Discuss the functions of hypothesis formulation and testing in research. (8 marks)
- c) Explain four qualities of a good research that your study to conform to. (4 marks)

**QUESTION FIVE (20 MARKS)**

- a) By the end of this course, you will be required to discuss relevant theories and their implication in your research project. These theories MUST be aligned with your research topics and study variables. Discuss the importance of theories in research. (8 marks)
- b) Using practical examples, examine four types of research gaps. (8 marks)
- c) Analyse the difference between induction and deduction in research. (4 marks)