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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 9th April, 2019
Time: 2.30pm – 4.30pm

KBA 400 - RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Citing examples from the business world, describe at least five types of research you are aware of. (10 marks)
- b) Jamii Bora Micro Finance Bank is a micro finance institution offering unsecured business loans, chattels & stock secured loans and other financial services to small business men (SMEs) located in urban centres. The Research Department of the bank is concerned about the declining profitability of the institution. They have approached Kiriri Women Univesity, School of Business, Research Methodology students to conduct research into this matter. Your Preliminary investigations point to factors like: Poor customer service, high transaction charges, staff turnover, competition, alternative banking channels and unfriendly products among others.
- i) Identify and describe briefly at least two classes of variables that one is likely to come across while conducting research. (4 Marks)
- ii) Identify the research problem in this Jamii Bora Micro Finance Bank case and thereafter formulate an appropriate research title in this situation. (2 Marks)
- iii) Guided by and using the the research title that you have formulated in (ii) above and using a diagram kindly show the relationship between the two classes of variables that you identified in (i) above. In the same diagram classify the other factors (...Your Preliminary investigations point to factors like: Poor customer service, high transaction charges, staff turnover, competition, alternative banking channels and unfriendly products.....) into to their right classes of variables. (6 Marks)
- iv) i) Define a sample (2 Marks)
- ii) What are the major steps in the sampling design procedure (6 Marks)

QUESTION TWO (20 MARKS)

- a) Define what a questionnaire is ? (2 Marks)
- b) Identify and describe the two major types of questions are you likely to find in a questionnaire? (4 Marks)
- c) You are a part of team of students conducting research survey on various issues related to university life (academic and social) at Kiriri University. Kindly design a sample questionnaire clearly demonstrating comprehension of the above two types of questions. (8 Marks)
- d) What do you understand by the term Rensis Likert scale? (2 Marks)
- e) Illustrate your answer by formulating/designing questions /questionnaire where such framework would apply. (4 Marks)

QUESTION THREE (20 MARKS)

- a) You are analysing data collected from the field where the ages of respondents are as follows; R16=20,R21=25,R39=30,R48=21,R59=32,R63=40,R74=45,R83=30,R91=50,R10=57.
 - i) What is the mean age of the respondents? (3 Marks)
 - ii) What is the median age of the respondents? (2 Marks)
 - iii) What is the range of the respondents age? (2 Marks)
 - v) What is the standard deviation of age of respondents? (5 Marks)
- b) The following table shows the enrolment in the various departments at Kiriri University.

Department	Number of Students
Accounting	43
Procurement	52
Information technology	63
Hospitality	56
IBM	69
Marketing	23
Human resources	46

- i) Kindly compute the respective percentage frequencies for respective departments. (2 Marks)
- ii) Kindly present the above data inform of a bar chart diagram clearly labelling the x and y axis. (3 Marks)
- iii) Kindly present the above data inform of a pie chart diagram clearly labelling the classes and the degrees applicable. (3 Marks)

QUESTION FOUR (20 MARKS)

a) The term “literature” refers to the analysis of textbooks or manuscripts. In terms of a literature review, “the literature” means the works the researcher consulted in order to understand and investigate the research problem. A literature review therefore is an account of what has been published on a topic by the accredited scholars and researchers. Therefore one can conclude that literature review is an important research proposal and research project. Explain the importance of literature review in research.

(10 Marks)

b) Referencing is a standardized method of formatting the information sources used in assignments or written work and serves the purpose of acknowledging the source and allowing the reader to trace the source. American Psychological association (APA) style is an academic format specified in the publication manual of the American Psychological Association.

Kindly highlight and explain five reasons for including references for your research work?

(10 Marks)

QUESTION FIVE (20 MARKS)

a) Research reports often contain statistical materials of great importance that are presented poorly. Discuss ways to improve statistical presentation in your research project.

(12 Marks)

b) Write short notes on the following in relation to a research project:

i) Findings of the study

(2 Marks)

ii) Conclusions of the study

(2 Marks)

iii) Recommendations

(2 Marks)

iv) Appendix/appendices

(2 Marks)