



Kasarani Campus
 Off Thika Road
 Tel. 2042692 / 3
 P. O. Box 49274, 00100
 NAIROBI
 Westlands Campus
 Pamstech House
 Woodvale Grove
 Tel. 4442212
 Fax: 4444175

**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 August, 2019
 Time: 9.00am – 11.00am

KBA 400 - RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Compare and contrast the following:
- i) Applied Research and Basic Research. (2 Marks)
 - ii) Quantitative Research and Qualitative Research. (2 Marks)
 - iii) Scholarly journals and Theses/Dissertations . (2 Marks)
 - iv) Sample and a Population. (2 Marks)
- b) A researcher proposed to conduct the following research “effect of strategic planning on the performance of the public sector in Kenya: A case study of the Ministry of Transport” at the proposal stage the researcher identified the below listed a regression model that would be used to analyse the relationship between the variables.
- $$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \pi$$
- X1=Mission statement, X2=Goal setting, X3=Environmental scan, X4=Communication Strategy
 The research proposal was approved and research undertaken. The data analysis was tabulated as follows:

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	β	Std.Error	Beta	t	
1 (Constant)	5.379	.458		11.733	.000
Mission Statement	.306	.082	.624	3.734	.000
Goal Setting	.236	.092	.370	3.655	.004
Environmental Scan	.307	.075	.722	4.081	.000
Communication Strategy	.158	.096	.052	3.360	.020

- i) Identify the following $Y, X_1-X_4, \beta, \beta_0, \pi$ as formulated during the research proposal stage
(5 Marks)
- ii) From the data analysis presented derive/formulate the regression equation (5 Marks)
- iii) From your equation above rank the independent variables in order of impact/influence to the dependent variable i.e. from the most contributor to the least contributor (4 Marks)
- iv) From the regression equation that you have formulated above, holding all other independent variables constant (*ceteri paribus*) a unit increase in : (4 Marks)
- Mission statement will lead toincrease in the dependent variable
 - Goal Setting will lead toincrease in the dependent variable
 - Environmental Scan will lead toincrease in the dependent variable
 - Communication Strategy will lead toincrease in the dependent variable
- c) Explain FOUR factors that you would put into consideration while evaluating literature works to use in your research works. (8 Marks)

QUESTION TWO (20 MARKS)

Your fellow research student has requested you to help her review her Chapter 3 of the research proposal. In the process of reviewing you come across the following:

3.1 Research design.

A descriptive research design will be used. The employed design will enable the researcher to gain in-depth information about performance appraisal and its role to employee performance at safaricom. It will be carried out in a single organization in order to gain insight in to the byroad field and in detail. This study will use descriptive research design method so that it answers the "how, what, when and where" questions related to the study.

3.2 Target population.

According to (Mugenda and Mugenda 2003) a target population is a complete set of individual with some common characteristics to which researcher want to generalize the result of the study. A population of 80 employees will be the target population in this study.

3.3 Sampling design.

The study will adopt the stratified sampling design to group the respondents based on the departments. The sample size will compromise of 50% of the target population.

- a) Explain the term research design (2 Marks)
- b) Descriptive design is one of the many types of research designs used in research work. Explain five factors that a researcher should consider while choosing a particular research design. (10 marks)
- c) The researcher has indicated that the sample size will comprise of 50% of the target population. Explain FOUR determinants that researcher should consider while deciding on the sample size of a research study. (8 marks)

QUESTION THREE (20 MARKS)

- a) The HR and the Sales departments of Safaricom Ltd are concerned with low sales volume by the salesmen/women in the sales department. The HR department administered a Sales Aptitude Test to the sales staff and has requested for the monthly sales data of the individual sales staff from the sales department. The table below has the two sets of data.

Salesmen	1	2	3	4	5	6	7	8	9	10
Sales Test Score	40	70	50	60	80	50	90	40	60	60
Monthly Sales ('000')	2.5	6.0	4.0	5.0	4.0	2.5	5.5	3.0	4.5	3.0

As the senior most intern, the HR manager has handled the above data to you for analysis.

Required:

- i) Calculate the regression line/equation of sales on test scores **(10 Marks)**
 - ii) Estimate the probable monthly sales if a salesman makes a score of 100 **(2 Marks)**
- b) You are part of a team of students conducting research survey on various issues related to University Life (Academic and Social) at Kiriri University. Design a sample questionnaire demonstrating in your questionnaire use of both open and close ended questions as well as the use of likert scale. **(8Marks)**

QUESTION FOUR (20 MARKS)

The Research Methodology Lecturer recently invited you to attend a research conference where the main theme was ‘‘Research and Information Technology –The Balancing Act’’. The keynote address summed it all when she quipped, ‘‘*as a conclusion, there are several positive impacts of technology on research but there are several downsides too. We cannot abandon technology now but we can also ensure we do not misuse it too*’’

From the insight you gained from the conference:

- i) Identify and discuss FIVE ways in which technology has improved research works **(10 Marks)**
- ii) Identify and discuss FIVE ways in which technology has been misused in research works **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) Research reports often contain statistical materials of great importance that are presented poorly. Explain ways to improve statistical presentation in your research project. **(12 Marks)**
- b) Discuss 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)**