



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, 2024/2025 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 9th April, 2024
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)

STUDENTS' DEBT PROBLEMS!

Michelle has been a student union welfare representative from her undergraduate accounting and financial management degree for one year. During this period, she has encountered many students who have suffered hardship while at university as a consequence of limited financial support. In her second year of study, she encountered social accounting - the idea that accounting could capture alternative goals and outcomes to economic performance, such as community, social values and fairness in the distribution of social resources. Michelle developed interest to conduct research based on what she has observed and experienced as a student. She was particularly impressed by a study conducted by Cooper which suggested that social accounting could have a real impact in the struggle for change if it was linked to the aspirations of social movements. When she returned for the final year of her studies she had to conduct a final year research project as part of her coursework. She thought it would be a good idea to explore whether students who had experienced financial hardship through that social accounts could be a good way of highlighting the weaknesses of the funding regime that provided students' loans of limited value. She reasoned that not only would such an exploration provide a viable academic project, but it would also satisfy the social accounting concerns of promoting fairness and community development. She added that she has interest in research since research inculcates scientific and inductive thinking and it promotes the development. Furthermore, by linking the project to her student union work, she might provide help. In addition, the student union might run to highlight the problems students face at the university and provide evidence based solutions.

Required:

- Having read and understood the case study, formulate three relevant research topics of your choice that can be conducted by Michelle. **(6 marks)**
- Based on Michelle's arguments in the case study, she can be a good researcher. Explain the significance of Michelle's research to learners. **(6 marks)**
- From the case study, highlight six issues that Michelle intends to address in her study. **(6 marks)**

- d) Explain any three relevant research design aligned with the research philosophy that Michelle can adopt in her study. **(6 marks)**
- e) At the beginning of the Semester, Michelle decided to administer telephone questionnaires to students who had left the university five years ago. She obtained a list of the 1034 (total population) students who had left over this period. She selected 50% sample. Unfortunately, she could obtain current telephone numbers for only 311 out of the 517 student alumni who made up her total sample. Of these 311 people who were potentially reachable, she obtained a response from 147. In addition, her list of the students who had left the University was inaccurate, and nine of those she contacted were ineligible to respond, having left the University ten years ago:
- Calculate the total response rate in Michelle's study and justify if it could be an acceptable response rate in social and behavioral science research. **(6 marks)**

QUESTION TWO (20 MARKS)

- a) Assume that you are developing a concept note for your research project. Explain any four points to consider when formulating a research problem. **(8 marks)**
- b) Susilie is conducting a study to establish the influence of social capital on employee development. She intends to use human capital theory as the main underpinning theory in her study. Explain the key points that Susilie should consider when reviewing human capital theory and any other theory used in the study. **(8 marks)**
- c) Discuss the main objectives of data analysis in research. **(4 marks)**

QUESTION THREE (20 MARKS)

- a) Demonstrate understanding of the steps involved in conducting traditional hypothesis testing approach in research. **(8 marks)**
- b) When reporting the study response rate, the researcher is equally expected to report the non-response rate. Explain four reasons that can lead to non-responses. **(8 marks)**
- c) Starlene a fourth-year student intends to conduct a pilot test before embarking on the main data collection. Justify Starlene's intention. **(4 marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss the advantages of using questionnaires over observation as a primary data collection method. **(8 marks)**
- b) Saunders described research as a multi-stage process and demonstrated understanding of the research process using research onion model. Using a well labelled diagram, explain the first four stages of the model. **(8 marks)**
- c) Shirley, a student at KWUST intends to conduct a study to establish the influence of quality teaching on students' retention. She intends to use focus group discussion as a source of primary data collection. As a researcher, identify the categories of the target group whom Shirley can interview and include in her study. **(4 marks)**

QUESTION FIVE(20 MARKS)

- a) At the end of this course, you will be developing your research project. Discuss how you will work on chapter two of your study. **(8 marks)**
- b) A thorough literature review helps the researcher in identifying various types of gaps in research. Using practical examples, explain any four types of research gaps. **(8 marks)**
- c) Differentiate between constructivism and pragmatic research philosophy. **(4 marks)**