



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 805

COURSE TITLE: RESEARCH METHODOLOGY

EXAMINATION DURATION: 3 HOURS

DATE: 13/04/18

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has FIVE (5) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FOUR (4) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of FIVE (5) printed pages

please turn over



QUESTION ONE (COMPULSORY)

(a) Quantitative and qualitative research differs in terms of:

- i. Assumptions about the world
- ii. Research purposes
- iii. Research methods and processes
- iv. Research roles

(b) Discuss each of these points extensively

[18 marks]

QUESTION TWO

There are two ways to define variables: conceptually and operationally. Further complex variables (constructs) are defined by reducing them to a series of simpler variables.

- i. Develop a conceptual definition of the construct “job satisfaction” **[2 marks]**
- ii. Reduce the construct “job satisfaction” to a set of simpler conceptual variables and provide a conceptual definition of the variables **[4 marks]**
- iii. Provide an operational definition for two of the simpler conceptual definitions discussed in (ii) **[2 marks]**
- iv. Discuss the level of measurement and the unit analysis for each variable **[3 marks]**
- v. Pick one of the operational variables and develop a proposed instrument for measuring it. Discuss how you would ensure its validity. **[3 marks]**

QUESTION THREE

Consider the following scenario in a survey research on drinking habits of students of Garissa University using normal, ordinal, ratio and dichotomous variables.

- i. Do you drink alcohol?

Yes

No (go to question v)



- ii. If you have ticked YES to the previous questions, which of the following alcohol brands do you frequently drink? (tick one category only)

Tusker { } whitecap { } Guinness { } tusker malt { }

Pilsner { }

- iii. How frequently do you drink alcohol? Tick the answer that comes closest to your current practice.

Once a week { } twice a week { } most days { } a few times in a month { }

Once or twice a month { } once or twice a year { }

- iv. How many bottles of beer did you drink last week?

Now answer the following:

- i. Distinguish between nominal, ordinal, interval and ratio measurement scales while indicating the type used in (i) to (iv) above. **[4 marks]**
- ii. What type of closed format questions would you consider questions (i) to (v) to be? **[4 marks]**
- iii. Which of the data above do you consider to be discrete or continuous and why? **[2 marks]**
- iv. You wanted to generalize the findings of the research findings from this study to the entire students of Garissa University using inferential statistics. State the two types of inferential statistics you would use and their underlying assumptions. **[2 marks]**
- v. Discuss the type of risks/errors you would encounter in generalizing your findings. **[2 marks]**



QUESTION FOUR

- (a) What is research design and what factors would you consider achieving good research design **[5 marks]**
- (b) What do we mean by reliability and validity of measurements? How do we assess it? What is the problem with unreliable measurement, and what can we do about it **[4 marks]**
- (c) How is ANOVA used in testing hypotheses? Discuss its interpretation in relation to between groups' variance, within groups' variance. What is post hoc test and when do you use it **[3 marks]**
- (d) What do you mean by data, analysis and interpretation in research **[2 marks]**

QUESTION FIVE

- (a) Define and give an original example of simple, systematic, stratified and cluster random sampling. **[4 marks]**
 - (b) Distinguish between population and a sample in a research. **[3 marks]**
 - (c) Distinguish between a sampling frame and unit of analysis. **[2 marks]**
 - (d) Distinguish between probability and non-probability sampling techniques using relevant examples. **[2 marks]**
 - (e) Give three reasons why research use samples rather than the entire population. **[3 marks]**
1. Below is an SPSS output giving correlation matrix for three correlations between education, current salary and previous experience (months). Use the matrix to answer the questions that follow.

Correlations

		Educational level	Current salary	Previous experience (months)
Educational level(years)	Pearson correlation	1.000	.661**	-.252*
	Sig. (2tailed)	.	.000	.000
	N	474	474	474
Current salary	Pearson correlation	.661**	1.000	-.097*
	Sig. (2tailed)	.000	.	.034



Previous experience (months)	N	474	474	474
	Pearson correlation			
	Sig. (2tailed)	-.252**	-.097*	1.000
		.000	.034	.
	N	474	474	474

** . Correlation is significant at the 0.01 level(2-tailed)

* . Correlation is significant at the 0.05 level(2 tailed)

- i. What is correlation coefficient and its functions **[2 marks]**
- ii. What is the coefficient of determination? Demonstrate your answer by using venn diagrams **[3 marks]**
- iii. Demonstrate in a correlation matrix what is meant by the following: $r=-1, r=+1$ **[2 marks]**
- iv. Outline the assumptions of person's product moment correlation coefficient. **[2 marks]**
- v. What is a scatter diagram used for in correlation coefficient procedure **[2 marks]**
- vi. Write up the results of this output. **[3 marks]**

