



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF MASTER OF BUSINESS ADMINISTRATION
FIRST SEMESTER, 2021/2022
(JUNE-SEPTEMBER, 2022)**

MBAD 704: RESEARCH METHODS

STREAM: Y1 S1

TIME: 3 HOURS

DAY: WEDNESDAY, 9:00-12:00 PM

DATE: 12/10/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE and any other THREE Questions.***

QUESTION ONE (30 MARKS)

- Globalization and technological advances taking place have made research to be an inevitable feature. Examine the reasons as to why researchers find it necessary to conduct research. (5Marks)
- Identify and illustrate key features of a good research topic/problem. (10Marks)
- Using examples, explain how different research designs determine different sampling methods. (10Marks)
- Citing examples, explain the role of research in national development. (10Marks)

QUESTION TWO (20 MARKS)

- Using relevant examples explain the key areas of distinction between different types of research paradigms. (12Marks)
- Identify and illustrate key features of a good research topic/problem. (8Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the importance of introduction and background to the study in research and how they differ from literature review. (10marks)
- b) Discuss the various methods of data collection, giving the justification of using any of the methods. (10marks)

QUESTION FOUR (20 MARKS)

- a) Describe the research process and explain the preliminary data collection methods. Use illustrations. (12marks)
- b) State and explain five sources of research ideas to a prospective researcher. (8marks)

QUESTION FIVE (20 MARKS)

- a) Write brief notes on the following research issues
- (i) Purposive sampling
 - (ii) Convenience Sampling
 - (iii) Snowball Sampling
 - (iv) Quota Sampling
 - (v) Systematic Sampling. (10marks)
- b) The problem definition stage is perhaps more critical in the research process than in the problem solution stage. Discuss this statement. (10marks)