



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
FIRST YEAR FIRST SEMESTER EXAMINATION FOR
DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION
BMS 901: BUSINESS RESEARCH METHODS

DATE: 17/5/2019

TIME: 9.00-12.00 PM

INSTRUCTIONS

- i. Answer questions ONE and any other THREE questions. In total answer FOUR questions.
- ii. Question ONE carries 30 marks in total while the rest of the questions accounts for 20 marks each.
- iii. Use of relevant examples and real life cases is encouraged.

QUESTION ONE (30 MARKS)

The retail sector in Kenya has of late experienced a myriad of challenges including stock-outs, unable to meet various financial obligations such as supplier payments, salary payments. Further, some of the key players such as Nakummat, Uchumi, Ukwalu supermarkets have either scaled down the outlets and operations or completely closed down. A group of investors (local and international) are expressing interest to enter into this sector. However, before that they would like to understand the dynamics that may have caused the witnessed chaos in the sector by having a research carried out. Your research agency has been awarded the contract to carry out this research.

Required

- a) Suggest the possible research topic for this study. (2 marks)
- b) Briefly state the statement problem (3 marks)
- c) Develop three possible Research Questions (3 marks)
- d) Which is the population in this case? (2 marks)
- e) Describe at least two sampling methods which could be used for this survey, outlining the advantages and disadvantages of each of the methods chosen. (4 marks)
- f) Write down 5 survey questions which your survey should include in order to answer your research questions. (5 marks)
- g) Discuss the issue of reliability in your survey and give specific example from your questions on what does reliability mean in your case. (3 marks)
- h) Discuss the type of data that is appropriate for this study. (2 marks)
- i) What data analysis techniques will be appropriate for the study? Justify (3 marks)
- j) Discuss any three likely challenges to effectively executing this study. (3 marks)

QUESTION TWO (20 MARKS)

- a) “Not all research is scientific”. Using suitable examples, discuss this statement using four lines of argument that provides justification as to whether a research is scientific or not. (4 marks)
- b) Discuss the importance of creativity in the research process. (4 marks)
- c) Using real practical examples discuss the following dimensions of research
 - i. Basic vs. Applied Research (6 marks)
 - ii. Analytic vs. Descriptive Research (6 marks)

QUESTION THREE (20 MARKS)

- a) Using appropriate examples discuss four roles of literature review in business research. (8 marks)
- b) Identify and discuss the processes in reviewing literature. Use suitable examples. (8 marks)
- c) “A number of disciplines are embracing mixed methods approach to research”. Using good examples discuss this statement justifying the preference of the approach. (4 marks)

QUESTION FOUR (20 MARKS)

- a) In a sample of critically ill patients an hospital would like to know between male and female which patients stay longer in the hospital.

Required

- i. Explain the research design this study would take? (3 marks)
 - ii. What type of data would you collect? Explain (4 marks)
 - iii. Identify and discuss two methods of analyzing such data to get the results required by the Hospital (6 marks)
- b) Data validity is concerned with consistency and effect on findings; where valid measures keep errors or bias to minimum. Do you agree with this statement? Justify your answer (7 marks)

QUESTION FIVE (20 MARKS)

- a) “In an article about ‘Guns and Crime’ the writer talks about how gun possession or ownership is related to the level of crime in a society. It has been observed that, the more people possess or have access to guns, the more they are likely to commit crime with the same guns. In the USA, students tend to have access to guns, and observations indicate that this has lead to high levels of gun crime by students”.

Required

- Draft two possible hypotheses based on: the relation between gun possession/ownership and crime. (4 marks)
- b) Compare and contrast quantitative and qualitative research designs. Give clear examples to bring out the distinction. (6 marks)
- c) “Assume the School of Business in Machakos University has opened a graduate Canteen. You have been hired as a Restaurant Manager. Your task Number one is to undertake research on ‘average service time’ for customers during lunch hour so as to devise a strategy for quick service. The specific objective of the study is: “to establish the average time a postgraduate customer waits between entering the canteen and being served.”

Required

Explain how you would go about doing the study taking into account: type of data to collect, measurement scale, data collection procedure and sample, preparation of data for analysis, how to analyze the data and statistics you need to answer and conclude on the study. (10 marks)