MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DOCTOR OF PHILOSOPHY IN BUSINESS.

BMS 901: BUSINESS RESEARCH METHODS

DATE: 2/12/2019 **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.

QUESTION ONE (30 MARKS)

In recent times there has been, within the public domain the debate and accusations that institutions of higher learning and in particular universities in Kenya are not producing graduands who can readily fit into and contribute value to the industry and the society at large. The accusations range from being half-baked, lacking the appropriate skills, lacking creativity, lacking self-drive to lacking discipline and upright behavioral conduct.

This has become a great concern not only to the Cabinet Secretary (CS) in charge of Education in the country but also to the Managers of the universities (from both the public and private universities). Based on this cry and concern, the universities are in agreement that there is need to carry out a study to investigate the situation with a view to identifying the root causes to the state of affairs as a basis for suggesting mitigating measures and general way forward.

You have been sourced and contracted to carry out this study.

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 objectives and hypotheses. (3 marks)

d) Briefly explain the research design you will employ. (2 marks)

e) Discuss the scope of the study. (3 marks)

f) What will be the unit of analysis for this study? (2 marks)

g) Who will be your target respondents? Explain. (2 marks)

h) Describe any two sampling methods which could be appropriate for this, outlining the advantages and disadvantages of each of the methods chosen. (4 marks)

i) Write down any 3 survey questions which your study should include in order to answer your research questions. (3 marks)

j) Discuss the type of data that will be appropriate for this study. (2 marks)

k) Discuss the appropriate data analysis techniques for the study. (4 marks)

QUESTION TWO (20 MARKS)

a) "Uma Sekaran identified and explained eight perspectives of what he termed as "The Hallmarks of Scientific Research"

Make a discussion of any five (5) of these perspectives, bringing out the importance of each to the research community. (10 marks)

b) Discuss the divergence that exists between qualitative and quantitative research, explaining when each is appropriate. (10 marks)

QUESTION THREE (20 MARKS)

According to Aveyard (2010), literature review is the bedrock of social science research. The author contents that any social science research which is not shepherd by the existing literature is not worth the papers it's presented on. Given your background as a social scientist, you required to:

a) Critique, in five points, the Aveyard school of thought (10 marks)

b) Discuss the value of a reviewed literature to a discussion of a study findings, conclusions and recommendations of a study (10 marks)

QUESTION FOUR (20 MARKS)

a) "Measurement errors represent one of the most significant sources of errors in research, especially in survey research". Explain using appropriate examples techniques researchers use to reduce measurement error in variables (8 marks)

b) Identify any three (3) features of a good research design and explain how it improves research study. (6 marks)

c) Explain the role of statistical inference in results interpretation. (6 marks)

QUESTION FIVE (20 MARKS)

An institute of economic analysis conducted a study to determine the influence of six economic variables on foreign direct investment inflows (fdi) of different countries. The variables were expressed as follows: degree of openness (i.e. open), gross domestic product (gdp), external debt (exd), inflation (inf), lending interest rate (lir) and internet use (internetuse). A regression analysis was conducted using STATA and the following results were generated.

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. reg fdi open gdp exd inf lir internetusersper100people
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Source	SS	df	MS
Model	779.22316	6	129.870527
Residual	830.21382	113	7.34702495
Total	1609.43698	119	13.5246805

Number of obs =	120
F(6, 113) =	17.68
Prob > F =	0.0000
R-squared =	0.4842
Adj R-squared =	0.4568
Root MSE =	2.7105

fdi	Coef.	Std. Err.	t	P>|t|	[95% Conf.	Interval]
open	.0344376	.0082265	4.19	0.000	.0181393	.0507358
gdp	.1154351	.0667599	1.73	0.087	-.0168282	.2476985
exd	.0170358	.0064207	2.65	0.009	.0043152	.0297564
inf	-.033244	.0355031	-0.94	0.351	-.1035821	.0370941
lir	.0981892	.0338221	2.90	0.004	.0311816	.1651968
internetus~e	.0949059	.0454593	2.09	0.039	.0048429	.1849689
_cons	-2.914588	1.102388	-2.64	0.009	-5.098617	-.7305596

a) Identify the dependent and independent variables in the regression analysis above and hence formulate a general linear regression model (3 marks)

b) Write down the estimated regression equation and interpret it (5 marks)

c) Discuss the regression results above in terms of the statistical significance of the estimated coefficients of the model (6 marks)

d) Evaluate the model on the basis of the R-squared and F-test. (6 marks)