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**University Examinations 2016/2017**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE

DEGREE OF

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

**BFA 5181: BUSINESS RESEARCH METHODOLOGY**

**DATE: DECEMBER 2016 TIME: 3 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three***questions.

**QUESTION ONE (24 MARKS)**

Read the following case and answer the question that follow:

Majority of youths in Kenya are jobless today (2016). This has led to increase in crime rate and other related social evils, yet there are many opportunities for exploiting in this county in helping the youths live a decent living. In this regard, your MBA class – year one semester two has been nominated by Meru University of Science and Technology to participate into “research call for funding by European Union (EU). The wining researchers will be funded to a tune of one million for projects that improve welfare of youth in rural areas of your country. The research proposals will be presented to EU and the University Management at Kenyatta Convection Centre in Nairobi on 20th December 2016. The winners (1, 2 and 3) will receive theirs grants by 15th January 2017.

1. Formulate an appropriate topic for research that would address the current situation of youths in your county. (3 marks)
2. State three hypotheses that could effectively guide the study (6 marks)
3. With clear justification, explain an appropriate research design that could be used to guide the study in (i) (3 marks)
4. Basing your argument on the existence of youths in rural areas in your county, explain sampling procedures for selecting appropriate sample size for this study (4 marks)
5. State and explain two indicators for the proposed study based on the matrix below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Selection Criteria | Independent variable | | output | indicator |
| Measurable  Or  practical | 1 |  |  |  |
| 2 |  |  |  |

(8 marks)

**QUESTION TWO (12 MARKS)**

1. Interpretation is art of drawing references from the collected facts after field inquiry in any study, thus reinforcing new knowledge. Discuss the importance of interpretation of a study findings (8 marks)
2. Searching for relevant literature for a study requires a researcher’s effort in reading from various sources of information. Critically discuss four difficulties a researcher is likely to encounter during this process. (4 marks)

**QUESTION THREE (12 MARKS)**

Research tools are implements for obtaining research data from both primary and secondary sources. Critically examine the use of interview schedule and document analysis tools as applied in business research studies.

**QUESTION FOUR (12 MARKS)**

Validity of study tools is taken seriously by researchers in order to avoid biases in the results. Discuss six factors that may influence external validity in social sciences research.

**QUESTION FIVE (12 MARKS)**

1. Sampling is a critical stage during selection of appropriate sample. Discuss five probability sampling techniques employed by social science researchers. (10 marks)
2. State and explain four human relations a social science researcher is obliged to observe during field inquiries. (2 marks)