



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
MASTER OF ARTS IB BUSINESS
ADMINISTRATION**

COURSE CODE: MBA 8105

COURSE TITLE: RESEARCH METHODS

DATE: 1/2/2024

TIME: 1100-1400 HRS

INSTRUCTIONS TO CANDIDATES

- 1. Answer Question ONE and any other THREE questions**
- 2. All Examination Rules Apply**

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE (25 Marks)

Research is a systematic and scientific process that involves collection and analysis of information concerning a situation under study. Based on this understanding help the management of Maxwell Ltd to make management decisions on certain products based on the following.

i). The key considerations in locating and defining the problem of the study

(5 Marks)

ii). Think of a relevant research problem that fits Maxwell Ltd and write it down taking into account all attributes of a good problem statement. (10 Marks)

iii). Describe the relevant research designs to choose from in order to conduct the research appropriately. (10 Marks)

QUESTION TWO (15 Marks)

Research is a sequential process that begins with a problem statement, identification of research gap and ends with recommendation to researchers for further studies. As a lead consultant to Maxwell Ltd, outline the relevant steps to consider in undertaking investigation on the company products for decision making.

QUESTION THREE (15 Marks)

In relation to the topic identified, formulate the relevant research topic, five objectives, research questions, Hypothesis and conceptual framework relevant to the study.

QUESTION FOUR (15 Marks)

Data collection is the process of gathering relevant information about an issue under study. The information collected can be used to provide or refute some facts concerning an issue. Given a chance to train on data collection procedure, explain to the trainees on the relevant method applicable in research.

QUESTION FIVE (15 MARKS)

World Vision Kenya requested for your expertise in Data analysis on the data collected from a Female Genital Mutilation survey for a study among the Ogieks of East Africa. Describe to the Institution management on the possible methods to be used in the analysis of both numerical and non-numeric information collected from the target group

/END/

**MAASAI MARA UNIVERSITY
SCHOOL OF BUSINESS AND ECONOMICS
COURSE CODE MBA 8205:RESEARCH METHODS
MBA CLASS**

COURSE INSTRUCTOR: Dr. Nchorira Naikuni,

Nature of course:

Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments. Course objectives: The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach. It includes discussions on sampling techniques, research designs and techniques of analysis.

Course Objectives:

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Appreciate the components of scholarly writing and evaluate its quality.

Course contents:

1. **Introduction to research** – The role of research, research process overview, Understanding Concepts, Constructs, Variables, and Definitions
2. **Problems and Hypotheses** – Defining the research problem, Formulation of the research objectives, Questions and hypotheses, the importance of problems and hypotheses
3. **Research designs** – Experimental and Non experimental research design, Field research, and Survey research
4. **Methods of data collection** – Secondary data collection methods, qualitative methods of data collection, and Survey methods of data collection.
5. **Attitude measurement and scaling** – Types of measurement scales; Questionnaire designing – Reliability and Validity
6. **Sampling techniques** – The nature of sampling, Probability sampling design, Non-probability sampling design, Determination of sample size
7. **Processing and analysis of data** – Descriptive and Inferential statistics
8. **Ethical issues in conducting research**
9. **Report generation, report writing, and APA format** – Title page, Abstract, Introduction, Methodology, Results, Discussion, References, and Appendices

Teaching methods include; readings, lectures, group discussions, exercises, and assignments. Lectures are designed such that ensure greater scholar participation.

Evaluation: Assignments Presentation & CATs 30%, End-Term Exam 70%

Recommended Texts:

Bryman, Alan & Bell, Emma (2011). Business Research Methods (Third Edition), Oxford University Press.

Kothari, C.R., (2004). Research Methodology: Methods and Techniques,(2nd Ed.). New Dehli: New Age International Publishers Ltd. Pp 417

Mugenda, A., & Mugenda, O. (2012). Research Methods; Quantitative and Qualitative Approaches.(5th Ed.). Nairobi: Acts Press Publishers. Pp 256

Rubin, Allen & Babbie, Earl (2009). Essential Research Methods for Social Work, Cengage Learning Inc., USA.