



PAN AFRICA CHRISTIAN UNIVERSITY

**SCHOOL OF LEADERSHIP BUSINESS AND TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF**

MASTER OF BUSINESS ADMINISTRATION

SEPTEMBER – DECEMBER 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: MBA511

COURSE TITLE: RESEARCH METHODOLOGY

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer question 1 and any other FOUR questions in Section**
- *ALL PAC University's examination rules and regulations apply.*

QUESTION ONE

(40 Marks)

Three private universities are concerned about the declining number of students applying for Business programs in their Schools of Business. You have been tasked with investigating the problem of declining student numbers.

- (a) Identify the type of research you would conduct and method of data collection (5 marks)
- (b) Write a problem statement and a justification for the research you would carry out (10 marks)
- (c) Outline four research questions and objectives (8 marks)
- (d) Describe how you would select your sample (6 marks)
- (e) Describe and Justify the type of data you would collect (6 marks)
- (f) How would you analyse the data described in (e) above (5 marks)

QUESTION TWO (15 Marks)

- (a) Describe the research process and explain its role in organisation management (8 Marks)
- (b) Describe a situation in which research would help you as a manager to make good decisions for your organisation (7 Marks)

QUESTION THREE (15 Marks)

- (a) Distinguish between cluster sampling and stratified sampling (5 Marks)
- (b) What are the advantages and disadvantages of cluster sampling (5 Marks)
- (c) Describe a situation in which you would consider the use of cluster sampling (5 Marks)

QUESTION FOUR (15 Marks)

Explain the following;

- (a) The concepts of population, sampling frame and hypothesis (3 Marks)
- (b) Four sampling techniques used to select a sample (4 Marks)
- (c) How would you analyse qualitative and quantitative data (3 Marks)
- (d) The purpose of conducting pilot tests (2 Marks)
- (e) Differentiate between validity and reliability of a research instrument (3 Marks)

QUESTION FIVE (15 Marks)

Assume that you have completed collecting data for your thesis and you wish to write the report, illustrate in detail the outlay of your report. (15 marks)

QUESTION SIX (15 Marks)

Describe the following aspects of research

- (a) Research design (5 Marks)
- (b) An abstract (5 Marks)
- (c) A questionnaire (5 Marks)