



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
BUSINESS MANAGEMENT

BBT 6100: ADVANCED RESEARCH METHODS FOR BUSINESS MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

- a) Critically evaluate the role and contribution exploratory research in the development of new theories in the business management. (7 marks)
- b) Briefly describe the role of theoretical frameworks in descriptive and explanatory research methods in business management. (8 marks)
- c) Explain how multiple methods of data collection related to the reliability and validity of the measures. (5 marks)
- d) Cluster sampling is an important probability sampling design briefly discuss the advantages and disadvantages and describe a situation where you would consider the use of cluster sampling in research. (5 marks)

QUESTION TWO (20 MARKS)

Below are Tables I to 4 summarizing the results of data analyses of research conducted in a sales organization that operates in 50 different cities of the country, and employs a total sales force of about 500. The number of salesman sampled for the study was 150.

Table 1

Means, standard deviations, minimum and maximum				
Variable	Mean	Std. deviation	Minimum	Maximum
Sales (in 1000s of \$)	75.1	8.6	45.2	97.3
No. of salesman	25	6	5	50
Population (in 100s)	5.1	0.8	2.78	7.12
Per capita income (in 1000s)	20.3	20.1	10.1	75.9
Advertisement (in 1000s of \$)	10.3	5.2	6.1	15.7

Table 2

Correlations among the variables

	Sales	Salesmen	Population	Income	Advertisement
Sales	1.0				
No. of Salesmen	.76	1.0			
Population	.62	.06	1.0		
Income	.56	.21	.11	1.0	
Ad.expenditure	.68	.16	.36	.23	1.0

All figures above .15 are significant at $p = .05$.

All figures above .35 are significant at $0 \leq .001$.

Table 3

Results of Onaway ANOVA. Sales by level of education

Source of variation	sums of		Mean		Significance
	Squares	dF	Squares	F	of F
Between Groups	50.7	4	12.7	3.6	.01
Within groups	501.8	145	3.5		
Total	552.5	150			

Table 4**Results of regression analysis**

Multiple R			R.65924
R square			.43459
Adjusted R square			.35225
Standard error			.41173
df			(5,144)
f			5.278
Sig			.000
Variable	Beta	t	Sig t
Training of salesmen	.28	2.768	.0092
No. of salesmen	.34	3.55	.00001
Population	.09	0.97	.467

Per capita income	121.	.200	.089
Advertisement	.47	4.54	.00001

Required:

- a) Interpret the information contained in each of the tables in as much detail as possible (4 marks)
- b) Summarize the results for the CEO of the company (4 marks)
- c) Make recommendations based on your interpretation of the results (4 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the difference between research design and research methodology and explain the research condition that inform the choice of a research design. (6 marks)
- b) Correlation and regression are important statistical techniques in empirical research. Discuss research situation where each of these methods are appropriate (6 marks)

QUESTION FOUR (20 MARKS)

- a) Research problem is a statement of an area of an area of concern. Using relevant examples discuss the criteria used when selection of a researchable problem. (6 marks)
- b) Explain the difference between reliability and validity in quantitative research (6 marks)

QUESTION FIVE (20 MARKS)

- a) A research design is a broad plan that states objectives of research projects and the guidelines that is to be done. Explain five types of research design. (6 marks)
- b) Literature review consists of a summary of key sources in a research. Citing relevant examples illustrate the purposes of literature review. (6 marks)