



**FACULTY OF BUSINESS MANAGEMENT**  
**END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: MBA**

**YEAR/SEM: YEAR 1/SEMESTER 1**

**COURSE CODE: MBA 713**

**NAME: RESEARCH METHODS MBA**

**DATE: 2025-04-17**

**TIME: 2:00-5:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## Section A CHOOSE ONE QUESTION

### Question 1:

A researcher wants to determine the sample size needed to conduct the above study at the Electoral Commission. The following information is provided:

- Population size (N): 10,000 employees
- Margin of error (E): 5%

Slovin's formula is given as:

$$n = \frac{N}{1 + N \cdot E^2}$$

where: n = required sample size

N = population size

E = margin of error

- a) With the formula above, calculate the sample size n. (10marks)
- b) Why is this formula useful in determining sample size of large populations? (10marks)
- c) Calculate the sample size if the margin of error is reduced to 3%. (10marks)
- d) Compare the sample size in (a) to that in (c) above. (10marks)

## Section B CHOOSE ANY THREE QUESTIONS

### Question 1:

- a) What is your perception of the term Epistemology, and how does it relate to the nature of knowledge and the process of acquiring knowledge in research? (8 Marks)
- b) What are the different perspectives on epistemology such as empiricism, rationalism, and interpretivism (12 Marks)

### Question 2:

- a) Of what importance is data collection in research, and why is it considered a critical step in the research process? (10Marks)
- b) What are the advantages of using questionnaires over interview guides in research? (10Marks)

### Question 3:

- a) Given a research topic on "The effect of social media on youth behaviour at IUEA," describe which research design would be most appropriate. Justify your choice by explaining how the design will help guide the study. (10marks)
- b) In the context of academic research discuss any two strengths and limitations of quantitative and qualitative research designs. (10marks)

### Question 4:

- a) What is the role of sample size in sampling and how does the choice of sample size impact the representativeness and generalizability of the research findings? (10 Marks)
- b) Explain any four sampling methods used in research and explain the circumstances under which each of them is best suited. (10 Marks)

**Question 5:**

- a) Explain the essential components of a research report, with a brief description of what should be included in each Chapter. (10marks)
- b) Discuss the key differences between a research proposal and a research report in respect to their respective purposes. (10marks)

**Question 6:**

Psychologists want to investigate if there is a correlation between how interested a person is in cars and their driving skills.

- a) Suggest an appropriate null hypothesis for this study. (4 Marks)
- b) How could driving skills be measured in this study? (3 Marks)
- c) Evaluate the measurement of driving skills you suggested for this study. (6 Marks)
- d) Suggest an appropriate sampling method to be used in this study, and justify your answer. (3 Marks)
- e) Give one strength and one weakness of the sampling method you have chosen for this study. (4 Marks)