INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

CHOOSE ONE QUESTION

Question 1:

Given the topic *"The Perceived Effect of Biometric Technology Usage on the Quality of Government Electoral Processes at Uganda's Electoral Commission",* where, *Biometric Technology Usage* has been conceptualized as, *Biometric Registration systems, Biometric Identification systems, and biometric information systems,* You are requested to perform the following tasks

(i) Identify the independent variable and independent variable **(2marks)**

(ii) Select an approach that can you can employ in developing a conceptual framework and justify why? **4marks**

(iii) Draw a conceptual framework showing the relationship between the research variables **(06 mark)**

(iv) Generate specific objectives for the research **(06 marks)**

(v) From (ii) above derive research questions **(06 marks)**

(vi) State the research hypotheses of the suggested study **(06 marks)**

(vii) Suggest an appropriate research paradigm/design for this study and justify your answer **(06 marks)**

(viii) If you are to collect data for this study, what kinds of

data would you collect and why? (4marks)

Question 2:

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) What is the importance of developing clear research objectives in a research project, and what are the key elements of a well-written research objective? (10 Marks)

b) What is a research hypothesis and how does it relate to research objectives and research questions (10 Marks)

Question 3:

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)

Question 4:

a) What is the purpose of using a conceptual or theoretical framework in research, and why is it considered an important aspect of the research process? (10 Marks)

b) What is the role of sampling in research and how does the choice of a sampling method impact the representativeness and generalizability of the research findings? (10 Marks)

Question 5:

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 6:

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 7:

a) Define research, and explain its main purposes and objectives. (*08Marks)*

b) Explain the different types of research, such as basic research, applied research, and evaluation research, and highlight the key differences between them. (12*Marks)*

Question 8:

a) Explain the purposes of using a conceptual and theoretical framework in research. (*10Marks)*

b) What is the difference between a conceptual framework and a theoretical framework, and when is it appropriate to use each type of framework in a research project? (*10Marks)*

Question 9:

a) Define sampling in research, and explain the main reasons for using sampling instead of studying the entire population. (*10Marks)*

b) What is the role of sample size, and how does the choice of sample size impact the representativeness and generalizability of the research findings? (*10Marks)*

Question 10:

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 11:

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 12:

a) Demonstrate your understanding of the term Variable and provide examples of two types of variables. (10marks)

b) Explain the difference between a theoretical framework and a conceptual framework and show their significance in guiding research. (10marks)