INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - AUGUST 2025

PROGRAMME: MBA
YEAR/SEM: YEAR 1/SEMESTER 1
COURSE CODE: MBA 713
NAME: RESEARCH METHODS MBA

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Attempt One question in section A. Marked out of 40 marks

Question 1:

Atkinson and Kintrea (2001) were interested in the implications of what are known as area effects. Area effects, as their name implies, are to do with the implications of living or working in an area for life *chances and attitudes*. The issue with which these authors were concerned was to do with the implications of area effects for the experience of poverty among those who are economically deprived. More specifically, is the experience of poverty worse if one lives in a poor area than if one lives in an economically mixed area? Are those who are economically disadvantaged more likely to experience social exclusion in one type of area rather than another (that is, economically deprived or mixed)? The researchers selected an economically disadvantaged area and an economically and socially mixed area in Glasgow for comparison. They selected a similar pair of areas in Edinburgh, thus allowing a further element of comparison because of the greater buoyancy of this city compared to Glasgow. Thus, four areas were selected altogether and samples in each were questioned using a survey instrument. The quantitative comparisons of the data led the researchers to conclude that, by and large, it is 'worse to be poor in a poor area than one which is socially mixed' (Atkinson and Kintrea 2001: 2295)

i). What are the objectives of the study "multiple-case study of Scottish neighbourhoods"? **[05 Marks**]

ii). Discuss the sampling technique that Atkinson and Kintrea employ for their "multiple-case study of Scottish neighbourhoods" i.e. define and provide advantages and disadvantages of the sampling technique used. [**15 marks**]

iii). What reliability and validity measure did Atkinson and Kintrea put in place for their "multiple-case study of Scottish neighbourhoods"? [**05 Marks**]

iv). Explicate the research design used clearly identifying all elements of the research plan **(15 marks)**

Question 2:

In 1848, young railroad worker, Phineas Gage, was forcing gun powder into a rock with a long iron rod when the gun powder exploded. The iron rod shot through his cheek and out the top of his head, resulting in substantial damage to the frontal lobe of his brain. Incredibly, he did not appear to be seriously injured. His memory and mental abilities were intact, and he could speak and work. However, his personality was markedly changed. Before the accident, he had been a kind and friendly person, but afterward he became ill-tempered and dishonest.

Phineas Gage's injury served as a case study for the effects of frontal lobe damage. He did not lose a specific mental ability, such as the ability to speak or follow directions. However, his personality and moral sense were altered. It is now known that parts of the cortex (called the association areas) are involved in general mental processes, and damage to those areas can greatly change a person's personality.

(i) What is a case study? **(4 marks)**

(ii) Discuss the research procedure for this study **(12 marks)**

(iii) Discuss the pros and cons of case study design **(12 marks)**

(iv) Discuss the possible research plan for this study **(12 marks)**

Question 3:

4. (a) What is the rationale for research at universities? (4 marks)

(b) Expound the institutional benefits of research at Universities (16 marks)

SECTION B

Attempt three questions in section B. Marked out of a total of 60 marks. Therefore each question is out of 20 marks

Question 1:

1. (a) With examples distinguish these two terms: “Positivism”, “Interpretivism” (10 marks)
   (b) With examples distinguish these two terms: ontology, epistemology (10 marks)

Question 2:

1. a) What advantages would triangulation take from both quantitative and qualitative methods? (10 marks)
   (b) And what inadequacies would be minimized from both methods ? (10 marks)

Question 3:

(a) Examine validity and reliability for qualitative and quantitative data (14 marks).

(b) Examine the six-phase guide to thematic analysis (6 marks)

Question 4:

4. Describe intelligently and distinctly the hallmarks of scientific research (20 marks)

Question 5:

4. Describe in detail the core elements of the Background of the study according to:
   (a) Mugenda and Mugenda, 1999 (10 marks)
   (b) Amin, 2005 (10 marks)

Question 6:

4. Illustrate with diagrams and explain the approaches for deriving the objectives of a research

study (20 marks)

Question 7:

4. (a) Discuss the importance of literature review for your research (10 marks)

(b) What are the sources of literature at IUEA? (10 marks)

Question 8:

4. Discuss with illustrations the types of conceptual frameworks you have studied (20 marks)

Question 9:

4. Enumerate precisely the types of data and how they determine data analysis techniques (20 marks)

Question 10:

4. Describe five (5) quantitative data analysis techniques and five (5) qualitative data analysis techniques (20 marks)

Question 11:

4. Discuss the chapters and headings of an IUEA dissertation report (20 marks)

Question 12:

4. (a) What is the rationale for research at universities? (4 marks)

(b) Expound the institutional benefits of research at Universities (16 marks)