



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SEMESTER ONE YEAR ONE

SCHOOL OF BUSINESS AND ECONOMICS

COURSE CODE: MBA 8105

COURSE TITLE: RESEARCH METHODS

DATE: 27TH APRIL, 2023

TIME: 1430-1730 HRS

INSTRUCTIONS TO CANDIDATES

1. Answer Question ONE and any other TWO Questions
2. All Examination Rules Apply

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

Research is a systematic and scientific process that involves collection and analysis of information concerning a situation under study. Based on this understanding help the management of Maxwell Ltd to make management decisions on certain products based on the following.

i). The key considerations in locating and defining the problem of a study

(7 Marks)

ii). Think of a relevant research problem that fits Maxwell Ltd a company involved with contracting farmers in Narok County to grow and supply potatoes for French fries making facing a challenge of products supply because of middlemen. State the problem taking into account all attributes of a good problem statement.

(13 Marks)

iii). Describe the relevant research designs to choose from in order to conduct the research appropriately.

(10 Marks)

QUESTION TWO

Research is a sequential process that begins with a problem statement, identification of research gap and ends with recommendation to researchers for further studies. As a lead consultant to Lelian Consulting Agency, a company contracted by Unilever Company to ascertain challenges facing their products sales, outline the relevant steps to consider in undertaking such investigation for Unilever Management decision making.

QUESTION THREE

In relation to the topic identified, formulate the relevant research topic, five objectives, research questions, Hypotheses and conceptual framework relevant to the study.

(15 Marks)

QUESTION FOUR

Data collection is the process of gathering relevant information about an issue under study. The information collected can be used to provide or refute some facts concerning an issue. Given a chance to train on data collection, explain to the trainees on the available methods.

(15 Marks)

QUESTION FIVE

World Vision Kenya requested for your expertise in Data analysis on the data collected from a Female Genital Mutilation survey for a study among the Ogieks of East Africa. Describe to the Institution management on the possible methods to be used in the analysis of both numeric and non-numeric information collected from the target group.

(15 Marks)

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