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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR MASTER IN BUSINESS ADMINISTRATION**

**KMS 3107 BUSINESS RESEARCH METHODS**

**DATE: 16<sup>TH</sup> AUGUST, 2024**

**TIME: 11:00 AM – 2:00 PM**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER THREE QUESTIONS**

**QUESTION ONE: COMPULSORY (40 MARKS)**

**CASE STUDY: YOUTH CHALLENGES IN KENYA**

Kenya, like many other countries in Africa, has a youthful population, with over 75% of its citizens being under the age of 35. This demographic presents a significant potential for economic and social development. However, Kenyan youths face numerous challenges that hinder their ability to realize their full potential and contribute meaningfully to the nation's progress. The National Council for Population and Development (NCPD) Report (2023) indicates that youths in Kenya are experiencing multiple issues. Some of the issues affecting the Youths in Kenya include Drugs and Substance Abuse, Youth unemployment in Kenya is as high as 35% (4.5 million young men and women), compared to the overall national unemployment rate of 10%. According to recent statistics, the youth unemployment rate in Kenya is estimated to be around 22%. This situation is exacerbated by the mismatch between the skills possessed by the youths and the demands of the job market. Many young people are forced to take up jobs for which they are overqualified or work in the informal sector, which offers little job security and poor remuneration.

While Kenya has made significant strides in improving access to education, the quality of education remains a major concern. Many schools, especially in rural areas, are poorly equipped and lack essential resources such as textbooks and qualified teachers. Additionally, the curriculum is often not aligned with the needs of the modern job market, leaving graduates ill-prepared for employment. Higher education institutions also face challenges such as overcrowding and inadequate funding, which further affect the quality of education. Health challenges are another significant concern for Kenyan youths. Many young people are affected by HIV/AIDS, sexually transmitted infections (STIs), and mental health issues. The stigma associated with these conditions often prevents youths from seeking medical help, exacerbating the problem. Additionally, access to quality healthcare services is limited, especially in rural areas. Substance abuse, including alcohol and drugs, is also a growing problem among the youth, leading to a range of health and social issues.

Despite being the majority demographic, Kenyan youths often feel excluded from political and social processes. They are underrepresented in leadership positions and decision-making bodies, both at the local and national levels. This exclusion limits their ability to influence policies and decisions that affect their lives. Furthermore, there is a lack of platforms for meaningful youth engagement and participation in civic activities, leading to disillusionment and apathy among the youth. Poverty remains a significant challenge for many Kenyan youths. A large proportion of the youth population lives below the poverty line, with limited access to basic necessities such as food, shelter, and healthcare. Inequality in wealth distribution exacerbates this problem, with youths from marginalized communities facing even greater challenges. Poverty also limits access to education and job opportunities, creating a vicious cycle that is difficult to break.

Gender disparities further compound the challenges faced by Kenyan youths. Young women, in particular, face significant barriers in accessing education, employment, and healthcare. Cultural practices such as early marriage and female genital mutilation (FGM) continue to affect girls' education and overall well-being. Gender-based violence is also a serious issue, with many young women experiencing physical, emotional, and sexual abuse. In today's digital age, access to technology and the internet is crucial for education, employment, and social engagement. However, many Kenyan youths, especially those in rural areas, lack access to digital resources. This digital divide limits their ability to acquire digital skills, access online educational materials, and participate in the global economy. Additionally, the high cost of internet services and digital devices makes it difficult for many youths to stay connected.

Drug abuse among the youth is a significant and growing concern in Kenya. This issue not only affects the individuals involved but also has far-reaching consequences for families, communities, and the nation as a whole. The prevalence of drug abuse among Kenyan youths poses serious threats to their health, education, and prospects. Many factors are contributing to drug abuse among the youths in Kenya. Poverty, unemployment, and lack of opportunities are major drivers of drug abuse among Kenyan youths. Many young people turn to drugs as a coping mechanism to deal with the frustration and hopelessness that come with economic hardship. The high rate of unemployment means that many youths have idle time, which can lead to experimentation with drugs. Peer pressure is a significant factor in the initiation and continuation of drug use among young people. Youths are often influenced by their friends and social circles to try drugs, which can quickly escalate into habitual use. The desire to fit in and be accepted by peers can lead many to make unhealthy choices.

Family background and dynamics play a crucial role in the likelihood of a youth engaging in drug abuse. Dysfunctional family environments, characterized by a lack of parental guidance, domestic violence, and substance abuse by family members, increase the risk of drug abuse among youths. Lack of emotional support and supervision can leave young people vulnerable to external influences. The easy availability of drugs, particularly in urban areas, is a major factor contributing to drug abuse. Illicit drugs such as marijuana, heroin, and cocaine, as well as legal substances like alcohol and prescription drugs, are readily accessible to many youths. The presence of drug trafficking networks exacerbates this problem, making it easier for young people to obtain drugs. The portrayal of drug use in media and popular culture can glamorize and normalize substance abuse. Music, movies, and social media often depict drug use as acceptable or even desirable behaviour, influencing youths to experiment with drugs. The lack of accurate information about the dangers of drug abuse further compounds this issue. Addressing these intertwined issues requires a comprehensive understanding of their causes and effects. As a newly recruited Research Officer by the National Council for Population and Development, you are required to:

- a) Analyze the various challenges Kenyan youths are experiencing **(5 Marks)**
- b) Describe the scientific research process you will adopt to investigate the problem **(5 Marks)**
- c) Based on the issues Kenyan youths are facing, apply the 5Ws framework to educate the reader to understand Who, What Where, When and Why **(5 Marks)**
- d) Explain probability sampling techniques which you will adopt when collecting data **(5 Marks)**
- e) Advise the National Council for Population and Development Research Director on the ethical aspects that you should observe before and after the investigation **(5 Marks)**
- f) Discuss credible sources of literature that can inform your knowledge of problems affecting Kenyan youths **(5 Marks)**
- g) Discuss methods which you will adopt in collecting primary data from Kenyan youths **(5 Marks)**
- h) Explain the various components that your research report or project will contain after completing this investigation **(5 Marks)**

### **QUESTION TWO:(20 MARKS)**

- a) It is recommended that researchers should conduct a comprehensive literature review for any investigation. Examine the benefits of literature review to researchers **(5 Marks)**

- b) Research problems are regarded as issues of concern that affect the majority of the people. In light of this statement, describe the potential sources of research problems (5 Marks)
- c) Research is a fact-finding mission. Outline features of scientific research (5 Marks)
- d) Limitations are factors which directly or indirectly hinder researchers from achieving research objectives. Explain the limitations of scientific investigations (5 Marks)

**QUESTION THREE: (20 MARKS)**

- a) A theory is a systematic explanation of an aspect of the natural or social world, grounded in a body of evidence and constructed through a logical framework. Explain functions of theories in scientific enquiries (5 Marks)
- b) A conceptual framework is regarded as a diagram that illustrates the relationship between variables in a study. In light of this statement, describe the most common variables used in a conceptual framework (5 Marks)
- c) Researchers can adopt quantitative and qualitative approaches in conducting research. Differentiate between quantitative and qualitative research by citing appropriate examples (5 Marks)
- d) A research design is the overall plan of collecting, analyzing and interpreting data. Given this statement, discuss the various research designs used in scientific investigations (5 Marks)

**QUESTION FOUR: (20 MARKS)**

- a) Primary and secondary data are crucial in scientific investigations. Outline the merits of secondary data as opposed to primary data (5 Marks)
- b) Researchers may experience respondent objection in giving the intended information concerning a particular issue under investigation. Propose the various ways you can adopt as a researcher to enhance respondent response rate. (5 Marks)
- c) A hypothesis is a specific, testable statement or prediction about the relationship between two or more variables. Outline the features of a good hypothesis. (5 Marks)
- d) For every study conducted, there must be benefactors. Explain the various benefactors of scientific investigations (5 Marks)

**QUESTION FIVE: (20 MARKS)**

- a) Researchers are strongly advised to review empirical studies as they prepare the research proposal or project. Given this statement, suggest benefits of literature review to researchers (5 Marks)
- b) Formulate a research topic of your choice and from the topic;
  - i. Identify the independent variable (2 Marks)
  - ii. Identify the dependent variable (2 Marks)
  - iii. Describe the area of study (2 Marks)
  - iv. Formulate two research objectives (3 Marks)
  - v. Formulate two alternative hypotheses (3 Marks)
  - vi. Formulate two null hypotheses (3 Marks)