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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FOURTH YEAR YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 15th August, 2024
Time: 8.30 – 10.30am

KBA 2300 RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

IS IT DEFENSE OR APPRAISING THE QUALITY OF RESEARCH?

Research Methods are reinvented every time they are used to accommodate the real world of research practice. The researcher undertaking a primary research study should design and execute a study that addresses the research question as rigorously as possible within the parameters of their resource, understanding and context. Given the complexity of this task, the contested views about research methods and the inconsistency of research terminology, reviewers may need to make their own judgements about the quality of any individual piece of research included in their review. From this perspective, it is evident that using a simple criterion, such as published in a peer reviewed journal as a sole indicator of quality, is not likely to be an adequate basis for considering the quality and relevance of a study for a particular systematic review. A lot needs to be done. In the context of scientific research and systematic reviews this assessment of quality is often referred to as Critical Appraisal. There is considerable variation in what is done during critical appraisal: for example, check on the topic, which dimensions of study design and methods has been used, sampling design and sample size, the criteria used to make judgements about these issues and the cut off points used for these criteria. There is also variation in whether the quality assessment judgements is used for excluding studies or weighting them in analysis and when in the process judgments are made. There are broadly three elements that are considered in critical appraisal: the appropriateness of the study design in the context of the review question, the quality of the execution of the study methods and the study's relevance to the review question. Distinguishing study design from execution recognizes that whilst a particular design may be viewed as more appropriate for a study, it also needs to be well executed to achieve the rigor or trustworthiness attributed to the design. Study relevance is achieved by the review selection criteria but assessing the degree of relevance recognizes that some studies may be less relevant than others due to differences in, for example, the characteristics of the settings or the ways that variables are measured. The assessment of study quality is a contested and much debated issue in all research fields. Many published scales are available for assessing study quality. Each incorporates criteria relevant to the research design being evaluated. Quality scales for studies investigating the impact of interventions using experimental research designs tend to emphasize establishing descriptive causality through minimizing the effects of bias. Quality scales for appraising qualitative research tend to focus on the extent to which the study is authentic in reflecting on the meaning of the data.

Required;

- a) Having read the case study carefully, identify a good research topic in your area of interest, formulate three relevant research objectives and research questions aligned with the topic that you have stated. The topic should be a reflection of your area of specialization and can be submitted for critical appraisal. (6 marks)
- b) With reference to the case study, explain some of the issues assessed during critical appraisal of studies done by researchers across the globe. (3 marks)
- c) The methods of conducting research are reinvented every time they are used to accommodate the real world of research practice. Explain any three research designs that you can adopt in your academic research as an aspiring social science researcher. (6 marks)
- d) Is it defense or critical appraisal! Highlight three elements of critical appraisal that should be conducted in the research methodology. (3 marks)
- e) In the case study, it is indicated that quality scales for studies investigating the impact of interventions. In addition, the assessment of study quality is a contested and much debated issue in all research field. Using examples that are relevant to this case study, advice on the qualities of a good research. (6 marks)
- f) The criteria for identification of sampling technique and sample size is also considered during critical appraisal. At the end of this course, you can become one of the sample size advisors and analysts in a research-oriented organizations. You will be playing a critical role during critical appraisal process as explained in the case study. Hence, you should demonstrate understanding of sample size determination.

Required:

Compute the sample size as per the target population provided in the table below using Slovin's formulae. Consider a confidence level of 95% and degree of accuracy/margin of error of 0.05

No.	Study target population	Sample size
1	100	
2	150	
3	200	
4	250	
5	300	

(6 marks)

QUESTION TWO (20 MARKS)

- a) Assume that you have presented a research topic which according to you clearly shows the dependent and independent variable. Upon sharing with your classmate, she insisted that the dependent variable is not relevant, and your topic may require either moderating or intervening variable. She added that you should also plan to address extraneous variable. Using a diagram, explain the difference between the variables stated by your classmate. (8 marks)
- b) You have been advised by your research project supervisor to include research philosophy in your study. Using examples, examine the argument for inclusion of research philosophy in your research methodology and its alignment with specific research design. (8 marks)
- c) In case you encounter errors in your hypothesis testing process, explain how you will go about correcting them so that you present correct results. (4 marks)

QUESTION THREE (20 MARKS)

- a) Judy, a degree student at KWUST has collected adequate data from XYZ Company for a study which seeks to examine the relationship between corporate social responsibility and brand reputation. With clear explanation, recommend three methods of data analysis which will explain the relationship between the two variables and enable her achieve the study objectives (8 marks)
- b) Good research is demonstrated in the smart objectives, statement of the problem and the methodology adopted in the study. Clearly demonstrate how best you can present your Chapter Three of the research proposal which you intend to submit at the end of your course work. (8 marks)
- c) Assume you are the Director Research and Extension in the institution you work for. Discuss some of the ways of addressing logistical and ethical issues in research that every research student in your institution should conform to. (4 marks)

QUESTION FOUR (20 MARKS)

- a) Having mastered your area of specialization, identify a theory of your choice and explain how you will conduct a good theoretical review that you intend to submit for marking. (8 marks)
- b) In an ideal situation, the preparation of the research design that is appropriate for particular research, involves the consideration of various factors. Clarify some of these factors. (8 marks)
- c) Your group members are finding challenges in formulating a good research topic. To provide a clear explanation, formulate a good research topic and enlighten the group members on the qualities of a good research topic. (4 marks)

QUESTION FIVE(20 MARKS)

- a) Linda came up with a good topic but she is not sure of how to conduct a good literature review and acknowledge the sources. In her first draft, she downloaded another researcher's work. She confirmed that she came across published online articles, research projects, journals and books articles.
- i) Advise Linda on general styles of literature review. (6 marks)
- ii) Provide a reference (APA style) using the following details:
- First author: Kothari, C. R.
Second Author: Garg Gaurav
Publication details: London; New Age International (P) Ltd., c2019
Edition: 2nd
Subject or Title: Research Methodology: Methods and Techniques (2 marks)
- b) You have been invited to the students' academic forum to speak on formulation of a statement of a problem in academic research. Prepare your talking points with detailed information on what a good statement of the problem entails. (4 marks)