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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 26th July, 2022
Time: 11.30am –1.30pm

KBA 400 - RESEARCH METHODOLOGY

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Commercial banks facilitate resource allocation through collection of savings from depositors and avails the same to borrowers in the form of loans for either consumption or investment purposes. However, commercial banks in Kenya have over the years been experiencing declining financial performances. The reports by the Central Bank of Kenya (2015-2019) show the return on equity (ROE) of commercial banks in Kenya has been on a decline. In the year 2015, the ROE was reported at 23.8% while in 2016, it was reported at 24.4%, therefore indicating a decreasing trend. In the year 2017, the ROE was reported at 20.6% which indicates a further decrease. In the year 2018, the level of ROE of commercial banks in Kenya was 22.5%. Also, additional decrease was further witnessed in the year 2019 as ROE was reported at 21.8%. From the return on equity, commercial banks in Kenya maintained a decreasing trend as was reported in 2017 at 20.6% which is significantly low. Kenya Bankers Association seeks to carry out a research on the financial performance of commercial banks in view of corporate governance. That is, establishing the effect of corporate governance on performance of commercial banks in Kenya. Specifically, the aim will be to examine the effect of board size, board independence, board gender diversity and external audit quality on performance of commercial banks in Kenya. Provide answers to the below questions in view of this background.

Required:

- State the general objective and specific objectives that can be used for this study. (6 marks)
- State the research questions which can be used for this study. (4 marks)
- Research is made up of several steps. Discuss the research process. (7 marks)
- A research problem can emanate from various sources. Highlight any two sources of a research problem. (4 marks)
- There are several methods of collecting primary data. Discuss any two methods of collecting primary data. (4 marks)
- Discuss any five characteristics of a good sampling design. (5 marks)

QUESTION TWO (20 MARKS)

- a) Literature review entails an examination of what others have said/done in the field covered by the study. Discuss any five benefits of reviewing literature. (10 marks)
- b) Theoretical review involves reviewing the existing theories in the chosen area of study. Highlight five points to be considered when reviewing theoretical literature. (10 marks)

QUESTION THREE (20 MARKS)

- a) Variables in research are measured based on various measurement scales. Discuss the four types of measurement scales. (10 marks)
- b) Briefly discuss the following terms:
- i) Triangulation in research
 - ii) Independent variable
 - iii) Sampling
 - iv) Target population
 - v) Conceptual framework (10 marks)

QUESTION FOUR (20 MARKS)

- a) Differentiate between type I and type II errors with respect to hypothesis testing. (2 marks)
- b) There are a number of considerations to keep in mind when constructing a hypothesis. Highlight four characteristics of a hypothesis. (8 marks)
- c) Research design refers to the way a study is planned and conducted, the procedures, and techniques employed to address the research problem or question. Outline any five questions which guide the selection of a research design for a study. (10 marks)

QUESTION FIVE (20 MARKS)

- a) When selecting a research problem/topic, there are a number of considerations to keep in mind. What are the points to consider when selecting a research problem/ topic? (10 marks)
- b) Sample design is determined before data are collected. Researcher must select/prepare a sample design that should be reliable and appropriate for her research study. Explain five types of probability sampling methods. (10 marks)