



**TECHNICAL UNIVERSITY OF MOMBASA**

***SCHOOL OF BUSINESS***

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**UNIVERSITY EXAMINATIONS FOR DOCTOR OF PHILOSOPHY IN  
BUSINESS ADMINISTRATION**

**BMS 6101: RESEARCH METHODS FOR BUSINESS**

**END OF SEMESTER EXAMINATIONS**

**SERIES: AUGUST 2019**

**TIME: 3 HOURS**

**INSTRUCTIONS:**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

Attempt Question ONE and any other THREE Questions.

***Do not write on the question paper***

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**QUESTION ONE (Compulsory)**

The financial sector in the world has been experiencing turbulence which has resulted in stiff competition among the players. Alternative banking channels seem to have cut across the sector as a means to compete. Several factors seem to have an influence on adoption of such channels. However, players in the sector are faced with the need to identify the priority factors so as to focus on them first.

The management of one local player in the sector have approached you to assist them conduct a survey with the aim of providing empirical data for decision making.

Required:

- a) What would be the title of your proposed study? (1marks).

- b) Indicate your dependent and independent variables and draw a conceptual framework (3 marks).
- c) Formulate 4 suitable research objectives for the study (8 marks).
- d) Formulate 4 alternate directional hypotheses for the study (8 marks).

## **QUESTION TWO**

Discuss the concept of validity as used in research and indicate how it can be measured in practical research. What are the threats to internal validity? (20 marks)

## **QUESTION THREE**

The research design is an important element for the implementation of a research study. Discuss any four designs applicable in business-related research studies (20 marks)

## **QUESTION FOUR**

Discuss the questionnaire as a data collection instrument. What precautions are necessary in piloting a questionnaire? (20 marks)

## **QUESTION FIVE**

A postgraduate student from a local university presented his Literature review Chapter to his supervisor for review. The student received back his document having such comments as “ too descriptive! Lacking critical evaluation! Of little value to your research!“.

- a) Critically assess what could have been the nature of the work presented. (10 marks).
- b) Explain the ways in which the work would have been of value to the researcher (10 marks).

## **QUESTION SIX**

Evaluation research makes use of several experimental research designs to collect data from observations. Discuss such designs. (20 marks).

## **QUESTION SEVEN**

Research reports are guided by rules of language, content, format (structure) and style. Discuss the various components of each of these rules using relevant examples. (20 marks)