

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR MASTER OF BUSINESS ADMINISTRATION

MBAD 604: RESEARCH METHODS

STREAM: MBAD

TIME: 3 HRS

DAY: WEDNESDAY

DATE: 17/12/2025

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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Instructions:

1. Answer Question ONE and any other **THREE** questions.
2. Question ONE is compulsory and carries **40** Marks. All other questions carry **20** Marks each.

QUESTION 1

Study the following case from the Project Management Journal, August 2012 and answer the accompanying questions:

Ability in technical expertise (e.g., marketing, finance, IT) is not an overriding indicator of the effectiveness of a project manager. It certainly provides increased credibility on the job for the core business of the project but most often is elevated in importance beyond what it deserves. Project managers need to have leadership potential.....

An effective project manager is a “Technological entrepreneur” As a “Technological entrepreneur”, there are six competencies that distinguish outstanding project managers from their contemporaries: Sense of ownership and mission, political awareness, Relationship development, strategic influence, interpersonal assessment and action orientation.

A number of studies and research results support the idea that technical expertise (e.g. in marketing, finance, engineering) is not the most important requirement for successful construction project management in marketing projects, finance related projects and construction projects. Clearly, the practice of promoting the best marketing experts, finance experts, quantity surveyors, engineers, or architects without project management training to manage respective projects is ill founded. These studies indicate that far more important is a sense of mission, the sense of really wanting the project to succeed, and a political awareness of how to get things done. Respective technical expertise is necessary on the project core team, but not necessarily by the project manager.

These findings strongly reinforce the argument that any technical expert (marketing expert, economist, financial expert) who wants to become a project manager should

attend a project management course internal or external to his or her employing organization.

- a) Suggest a suitable title for this study **(2 Marks)**
- b) Discuss the research problem of this study as presented in this study. **(5 marks)**
- c) State the research objectives that you would consider suitable for the defined research problem. **(5 marks)**
- d) In view of this study, state the importance of literature review. **(9 marks)**
- e) (i) Identify the relevant independent and dependent variables in this study. **(7 marks)**
(ii) State a suitable hypothesis for this research **(2 marks)**
- f) Interpret the findings of this study **(5 marks)**
- g) (i) State the conditions the data must fulfill to generalize the results **(3 marks)**
(ii) Discuss whether the results of this study can be generalized **(2 marks)**

QUESTION 2

- a) Discuss THREE techniques for identifying themes in research. **(6 marks)**
- b) Discuss THREE principal ethical issues that a researcher has to consider when conducting research giving suggestions on how to handle them in each case. **(6 marks)**
- c) You have been asked to rate the behavior of participants in a research by use of rating scales. Clearly explain using relevant examples **FOUR** response styles that may affect the validity of rating scales **(8 marks)**

QUESTION 3

- a) Suppose you needed to interview a representative sample of postgraduate students but had concluded that there was no way to use non-probability sampling methods. You decided to use probability methods. Laikipia University Registrar can give you counts of the number of students who are in all the semesters currently, plus how many male and female students are in each class. How would you conduct a reasonably reliable probability sample? **(12 marks)**
- b) Using relevant examples, discuss two types of attitude scales. **(8 marks)**

QUESTION 4

Clearly distinguish between the following terminologies used in research:

- a) Stratified sampling and Systematic sampling. **(5 marks)**
- b) Likert scale and the semantic differential **(5 marks)**
- c) Type I error and Type II error **(5 marks)**
- d) Structured and unstructured interviews **(5 marks)**

QUESTION 5

- a) “Questionnaire method is not only one method of collecting primary data”. Explain any other two methods by pointing out its advantages and disadvantages. **(14 Marks)**
- b) Briefly discuss the research process. **(6 Marks)**