

TECHNICAL UNIVERSITY OF MOMBASA

EXAMINATION RUBRIC

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION/MANAGEMENT SCIENCE

PAPER: COMMON

**COURSE/CLASS: MASTER OF BUSINESS ADMINISTRATION/MASTER OF
SCIENCE IN FINANCE**

UNIT CODE: BMS 5201

UNIT NAME: RESEARCH METHODS

SERIES: May 2016

PAPER DURATION: 3 Hours

NO. OF STUDENTS: 7

INSTRUCTIONS TO CANDIDATES: Attempt **Question 1** and any other **THREE** questions.
Question 1 is compulsory.

Name of setter: Dr. Kilungu Matata

Name of Moderator:

Q1. Compulsory

Many of the large businesses in Mombasa's maritime sector are exploring the possibility of adopting high performance organization (HPO) systems in an attempt to improve their competitiveness. However, the managers want to establish the factors responsible for high performance. They 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 (4 marks).
- c) Formulate 5 suitable research objectives for the study (8 marks).
- d) Formulate 5 alternate directional hypotheses for the study (8 marks).
- e) What would be research design for the study? Justify your answer (4 marks).

Q2. 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? (25 marks)

Q3. Compare and contrast experimental and descriptive research designs as applied in social sciences research studies. (25 marks)

Q4. Discuss the questionnaire as a data collection instrument. What precautions are necessary in piloting a questionnaire? (25 marks)

Q5. Research report writing is guided by rules and formats. Demonstrate the rules that apply with regard to American Psychological Association (APA) format with regard to in text citations and referencing (25 marks).