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UNIVERSITY REGULAR EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

FOR THE MASTER OF SCIENCE IN HUMAN RESOURCE

MANAGEMENT/MASTER OF BUSINESS MANAGEMENT

COURSE CODE: HRM 890/MBA 809

COURSE TITLE: RESEARCH METHODOLOGY

DATE: 15TH AUGUST, 2014   **TIME: 2:00P.M. – 5:00P.M.**

INSTRUCTION TO CANDIDATES:

- Answer question **ONE** (compulsory) and any other **THREE** questions
- Question **ONE** attracts **40 marks**
- Time allowed is **THREE** hours
- All other questions attract equal marks (**20 marks**)

QUESTION ONE

Read the case study below and answer questions that follow:

The purpose of this study was to examine factors influencing the adoption of agricultural technology among small holder farmers in Kakamega North Sub-County, Kenya. Conceptual framework guided the study by illustrating how the various variables were interrelated. The study adopted an exploratory research design. The target population consisted of 25 producer groups having 25 small holder farmers (625 small holder farmers), five key producer group officials in each of the 25 producer groups (125 officials), 15 respondents from Kenya Agricultural Research Institute and 10 respondents from Bukura Agricultural Training College and the one respondent from the Ministry of Agriculture. Simple random sampling techniques was used to select 188 small holder farmers while purposive sampling techniques were used to 125key producer group officials, 15 respondents from Kenya Agricultural Research Institute and 10 respondents from Bukura Agricultural Training College and one respondent from the Ministry of Agriculture. The questionnaires and interviews schedules were used to collect data. On validity of the instruments, the researcher used content validity while Cronbach Alpha Reliability coefficient value was 0.87. Data was analysed by use of both descriptive and inferential statistics and presented in frequency tables, graphs, pie charts and measures of central tendency. Regression and correlation analyses were used to test levels of significance and strength of relationship among study variables. Qualitative data from the in-depth interviews and focused group discussion was also analyzed and presented appropriately. Results of the study were: Capital and credit facilities had positive and significant association on the adoption of agricultural technology but at varying degrees; results indicated that training has a marginally positive and significant influence on the adoption of technologies among smallholder farmers. There was a marginal weak positive association between availability of agricultural extension services and adoption of agricultural technology. Results revealed that market availability has a positive and significant ($p<0.05$) on the adoption of agricultural technology and the farmers' educational levels, gender and age had positive and significant influence on the adoption of technology while the variable on males and females adopting technology equally had positive but insignificant influence. Therefore, the following recommendations were made: There is a need to increase farmers' capital and credit facilities and make these services accessible to the farmers. The farmers and extension officers ought to be trained on yield-raising technologies and

fertility-restoring and conservation technologies and other technologies that can positively contribute to high productivity among farmers. The findings of this study may prove the need to improve living standards of farmers by upgrading their production capacity.

a) Briefly explain the rationale of this study**(4 marks)**
b) State any four specific objectives that would guide the study **(4 marks)**
c) Enumerate the **four** research questions that will be used in the study **(4 marks)**
d) Formulate any **four research** hypotheses that will guide the study **(4 marks)**
e) Discuss the various sampling techniques you would use in this case study. Justify your choice **(6 marks)**
f) Identify and explain the research design used in this case study **(4 marks)**
g) Which instruments of data collection were used during the conduction of the research? **(3 marks)**

h) Ethical behaviour is central to any research activity. What would be some of the ethical issues you would use in this case study? **(3 marks)**
i) Briefly explain the triangulation technique you would use to ensure validity and reliability in this case study **(4 marks)**
j) Explain the following **terms** as used in the case study:
(i)   Validity **(2 marks)**
ii)   Reliability **(2 marks)**
iii)   Qualitative data **(2 marks)**
iv)   Quantitative data **(2 marks)**

QUESTION TWO

Shida Shida College is an educational institution based in Maskini Sub-County. It has a workforce of 1,225 employees distributed in the various departments. In the last few years of its establishment, it has experienced an exodus of students to other institutions of higher learning. Furthermore, the institution has witnessed an acute labour turnover. These have worried the management. You have been contracted by the College to conduct a research to establish the causes of these problems. Using this hypothetical information, answer the following questions:

a) What are the **five** steps that are necessary to carry out this research effectively? Explain these steps briefly **(10 marks)**

b) Formulate any **four research** hypotheses that will guide the study **(4 marks)**

c) Discuss the steps a researcher needs to follow in constructing a questionnaire for this research study**(6 marks)**

QUESTION THREE

a) I. Briefly describe what a research design is**(3 marks)**

   II. Describe any three types of research designs **(9 marks)**

b) Of what value is the research design in research methodology?**(8 marks)**

QUESTIONFOUR

Write brief notes on any **Five** of the following concepts: **(20 marks)**

(a) A research hypothesis

(b)Type I and type II errors

(c) Action research

(d)Multistage sampling

(e)Reliability

(f)Library research

(g) Pilot study

QUESTION FIVE

Writing a research proposal is a daunting task to master's students pursuing degrees in their various fields. Discuss the challenges a master's student goes through in writing a research proposal**(20 marks)**.

QUESTION SIX

a) Briefly explain a pilot, or feasibility study**(5 marks)**

b) Enumerate and discuss briefly **five** logistical issues which may be revealed by a pilotstudy**(15 marks)**

SUPPLEMENTARY UNIVERSITY EXAMINATIONS
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QUESTION ONE

a. I.Define the following terms: (i) simple random sampling (ii) Purposive sampling **(4 marks)**

II. List and explain the two sources of information that may be useful while conducting literature review **(4 marks)**

b. State and explain **two steps** involved in the formulation of the research problem**(4 marks)**

c. I. Enumerate five qualities of a good research design (**5marks**)

II. What are five important characteristics of research? **(5 marks)**

d. I. What is literature review? **(2 mark)**

II. State and explain the two types of literature review **(6 marks)**

QUESTION TWO

a) List and explain four attributes of a good questionnaire **(8 marks)**

b) I. Define a research process? **(2 marks)**

II. Briefly highlight any 10 qualities of a researcher**(10 marks**

QUESTION THREE

c) I. Briefly describe what a research design is**(3 marks)**

II.Describe any three types of research designs**(9 marks)**

d) Highlight four steps involved in a research process **(8 marks)**

QUESTION FOUR

a) I. What is a research hypothesis **(2 marks)**

II. Describe any two types of research hypotheses **(4 marks)**

III. What are the six characteristics of a research hypothesis? **(6 marks)**

b) Of what value is the research design in research methodology? **(8 marks)**

QUESTION FIVE

Write brief notes on any **Five** of the following concepts: **(20 marks)**

(a) Type I and type II errors

(b) Pure research

(c) Stratified sampling

(d) Validity

(e) Library research

QUESTION SIX

a) Discuss the various components of a research proposal **(12 marks)**

b) Discuss both "theoretical framework" and "Conceptual framework **(8 marks)**