



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
Doctor of Philosophy in Business Administration and Management
DBA 5101: Research Theory and Methodology:
FINAL EXAM: SEPTEMBER 2021: Time 3 Hours

INSTRUCTIONS: Answer ANY FOUR of the Questions

QUESTION ONE

- a) Using relevant examples differentiate between parametric and non-parametric tests.
(Total 4 Marks)
- b) For research problem to have the rigor of a postgraduate research, it must meet the following criteria; appropriate context, significance, purpose and contribute to knowledge.
Required: Analyze the above statement with using a possible research problem of your choice.
(8 Marks)
- c) It is argued that the “most dependable corporate decisions and solutions world over, are those which are informed by scientific research”.
Required: Providing practical and relevant examples, identify and briefly discuss the key components of a good scientific research
(Total 8 Marks)

d) QUESTION TWO

Using a research topic from your area of specialization,

- (i) Identify a key contemporary business problem that warrants an academic research. Explain how and why it suits a research problem. **(5 Marks)**
- (ii) Develop a topic title that suits the research. **(3 Marks)**
- (iii) Develop the general objective and two specific objectives of such a study. **(4 marks)**
- (iv) Present a conceptual framework for the study and identify the predictor and the response variables. Briefly explain the nature of relationships among the variables. **(8 Marks)**
(Total 20 Marks)

QUESTION THREE

- a) Research methodology presents two continuums of measurement; Validity and reliability. Analyze the above two continuums, and the approaches/options that are available to a researcher to enhance each in an academic research.

(10 Marks)

- b) Analyze any Four tests of regression assumptions and discuss how each can be tested using Statistical Package for Social Sciences (SPSS). (10 Marks)

QUESTION FOUR

- a) Response rate is one of the key steps carried out before data analysis. Its adequacy is much more necessary irrespective of the research designs used in a study.

Required: Provide a possible strategy/ies that a research can use to achieve a high response rate in a descriptive study. (4 Marks)

- b) Differentiate between content validity and construct validity and providing illustrative examples, explain how existence of each can be ensured in a study. (8 Marks)

- c) Using a study of your choice, analyze and differentiate simple random sampling, systematic sampling, stratified sampling and multistage sampling. (8 Marks)

QUESTION FIVE

- a) One of the hallmarks of good scientific inquiry is replication. As a PhD Student, evaluate the above statement, and provide **Four** reasons why you might choose to conduct a replication in your study. (8 Marks)

- b) Providing illustrative examples in a study, differentiate the following type of research variables.

(i) A Regressor and a response variable

(ii) Extraneous and a Confounding variable

(iii) Mediating and a moderating variable.

(12 Marks)