

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

MASTERS DEGREE IN BUSINESS ADMINISTRATION

MASTERS IN PUBLIC ADMINISTRATION

MAIN PAPER

MBA119: BUSINESS RESEARCH METHODS

MPA 125: RESEARCH METHODS

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer Question 1 and any other **two**.

Question 1

The impact of the COVID-19 on Africa

The economy of many African countries may enter a recession at least in the first half of the year 2020, when adding the direct and indirect effects of the crisis (e.g. supply and demand shocks, commodity slump, fall in tourism arrivals, etc.) However, as the pandemic progresses slowly on the African continent, studies by international organizations addressed less the economic impact on individual African countries. Africa, because of its openness to international trade and migration, is not immune to the harmful effects of COVID-19 on its economy. Due to the difficulty of quantifying the real impact as a result of the uncertainty, the rapidly evolving nature of the pandemic, and scarcity of the data, there is need for focused research in Africa. The lessons learnt from such studies will give enlightenment more on how the continent has been affected to date given that the continent is still in critical phase of the implementation of containment measures.

Source WHO (2020)

Required to;

- (a) Develop a statement of the problem to justify the need for a research; [5]
- (b) Develop a topic based on the statement of the problem; [5]
- (c) Develop a conceptual framework to guide the study; [10]
- (d) Develop three research objectives; [5]
- (e) Develop at three research questions; [5]
- (f) Examine the research philosophy to guide the study; [4]
- (g) Examine the research design to be used in the study and [2]
- (h) Discuss two ethical principles to be considered in the research process [4]

Question 2

- a) Discuss the value of business research to various stakeholders. [10]
b) Examine the six phases of the research process. [10]

Question 3

Distinguish between Positivism and Interpretivism research philosophies. [20]

Question 4

- (a) Examine the role of focus group discussions in the research process. [10]
- (b) Distinguish between the following;
- i. Explanatory and exploratory research designs; [2]
 - ii. Delimitations and limitations and [2]
 - iii. Probability and non-probability sampling approaches [6]

Question 5

- a) Examines five ways of enhancing validity in business research studies. [10]
b) Discuss the value of sampling in business research [10]

Question 6

- a) Examine five uses of a research proposal [10]
b) Explain five limitations of surveys in research [10]

END