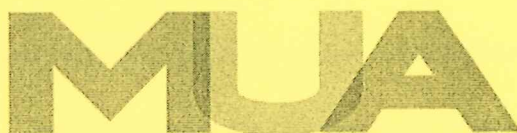


The
Management
University
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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF MASTER OF BUSINESS ADMINISTRATION/ MASTER OF
MANAGEMENT AND LEADERSHIP/ MASTER OF ARTS IN DEVELOPMENT
STUDIES

MBA 512/ MDS 507:

BUSINESS RESEARCH METHODS

DATE:

25TH JULY 2022

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided

QUESTION ONE

Read the following case study and attempt the questions that follow.

PREFABRICATED BUILDING TECHNOLOGY

The past few decades have seen the construction sector experience high levels of technological proliferation with organizations chasing performance improvement and growth in an environment of intensive competition due to globalization. Technological proliferation, industry labour-intensive nature, dwindling skills levels, and poor craftsmanship are some of the highlighted hindrances. Solutions to these constraints caused departure from on-site construction methods leading to the invention of various off-site construction methods like prefabrication with a view of increasing efficiency and quality. Contemporary construction challenges, such as scarcity in housing projects funding, increasingly complex planning, stringent environmental requirements, manual labourers' shortage, future increase in building materials cost, and an ever-widening gap between supply and demand for housing; are some of the key reasons behind the broad endorsement of off-site construction methods due to the perception among stakeholders that it has a tendency of improving productivity. Indeed, off-site production involving fabrication of the sub-element components results in more than 40% per employee efficiency gains.

The use of pre-fabricated and pre-cast structural elements have been commonly used in developed countries, but has had a slow uptake in developing countries, with the first African country, South Africa, being in global position 36 in prefabrication trade value, while Kenya holds the second position in Africa at global position 53. The major barrier is adaptability and market acceptance. The delivery of majority of the building technologies relies upon stones and cement without making significant efforts to diversify into alternative building materials. For decades, prefabricated construction has lagged behind other sectors in productivity due to many challenges they have been facing some of which include: low levels of public awareness that this construction method provides; inadequate construction resources which is made available in a timely supply; negative public perception, lack of technical knowhow and so on.

The Kenyan development agenda relies a lot on the construction industry as envisaged in the country's vision 2030 development plan. The industry is very vital for national development efforts and is central to the realization of economic growth. The construction industry grew by 13.1 % in 2014 mainly due to a steady expansion in real estate sector and the commissioning of massive infrastructural projects. The contribution of the construction industry to the Kenyan GDP in 2014 was 4.8%, which when translated to monetary value is Kshs. 5.36 trillion. This growth was reflected in cement consumption trends which increased to 5,197 thousand tonnes in 2014 from 1,726 thousand tonnes in 2006. Credit advances by commercial banks to this sector was observed to increase in 2013 to 2014 from Kshs. 70.8 billion to Kshs. 80.4 billion. The report indicated that the value of private building plans in Nairobi alone was estimated to be Kshs. 205.4 billion whereas completed buildings' value was estimated as Kshs. 59.1 billion. The Kenya Economic Report (2017) indicated that the construction industry grew by 9.2% with a real estate sector growth of 8.8% between 2015 and 2016 financial years, also driven mainly by increased private sector credit and loans. Additionally, use of prefabrication technology can reduce waste generation by up to 100%, and up to 84.7% costs can be saved through wastage and hence significant reduction in construction costs and time. The Kenyan real estate sector is characterized by higher demand than supply which has adversely affected the housing affordability, with the deterioration being expected in the foreseeable future. The country faces an annual demand for housing of over 200,000 units annually against a supply of only 40,000 units. The adoption of prefabrication may contribute to reducing the enormous housing deficit and expedite the industrialization of the construction industry.

Required:

- a) Assess and determine five main variables in the study, clearly classifying them into independent and dependent (5 Marks)
- b) Suggest the relevant topic for this case study (2 Marks)
- c) Formulate the statement of the research problem for the case study (4 Marks)
- d) Formulate four hypotheses for the study (4 Marks)

- e) Draw a conceptual framework for the study (4 Marks)
- f) Suppose the data was analyzed using multiple regression model. Below is the output after running the analysis using SPSS

$$Y = 0.627 + 0.45X_1 - 0.107X_2 + 0.287X_3 + 0.112X_4, R^2 = 0.675$$

Where Y is dependent variable and X_1 , X_2 , X_3 and X_4 are independent variables for this study

Interpret the values for:

- i. Coefficient of determination (R^2) (2 Marks)
 - ii. Interpret the contributions of each study variable to the variation of Y (4 Marks)
- g) Discuss some five ethical considerations which the researcher should observe in the case study (5 Marks)

QUESTION TWO

- a) Mr. Gitonga wished to carry out a study in such a way that he could control the variables and produce an effect in the variable under the study. Suggest and explain any two possible appropriate research design he should adopt (4 Marks)
- b) An MBA student would wish to conduct a study on the 'Role of the Microfinance factors on the performance of women managed micro and small enterprises in Nairobi County'. As an expert in research, explain to him the three areas he should focus on when writing recommendations for his study (6 Marks)
- c) Propose any five purposes of empirical literature review in a statistical inquiry (5 Marks)

QUESTION THREE

- a) Jasmine was interested in conducting a study in the drugs abuse among students in the Universities in Kenya. However, she had a challenge in identifying the sample since the population had characteristics not well known and the sample

could only be selected by referral networks. Explain the possible sampling technique that Jasmine could adopt (3 Marks)

- b) A variable is a measurable characteristic that assumes different values among the subjects. Using the real-life examples and giving the logic in the relationship which exist, explain four classifications of the research variables (12 Marks)

QUESTION FOUR

- a) Measurement of a study variable consists of two basic processes called **conceptualization** and **Operationalization**. Giving examples in each case differentiate between the terms (4 Marks)
- b) Reliability is the extent to which an experiment, test, or any measuring procedure yields the same result on repeated trials. Explain any four ways of identifying the reliability (8 Marks)
- c) Differentiate between the following terms as used in research:
- i. Statistics and parameters (1 Mark)
 - ii. Objectives and hypothesis (1 Mark)
 - iii. Construct and concept (1 Mark)

