KAIMOSI FRIENDS UNIVERSITY

FIRST YEAR FIRST SEMESTER UNIVERSITY EXAMINATIONS

2025/2026 ACADEMIC YEAR

SPECIAL EXAMINATIONS

FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN BUSINESS ADMINISTRATION

COURSE TITLE: ADVANCED BUSINESS RESEARCH METHODODLOGY

COURSE CODE: PBA 901

DAY/DATE: 18/06/26 TIME: 12:00 PM – 03:00 PM

INSTRUCTIONS TO STUDENTS

1. Answer QUESTION ONE AND ANY OTHER THREE QUESTIONS.
2. Phones, smart watches, ear phones or any other unauthorized digital and AI gadgets and applications are **not allowed in** the examination room.
3. Answer all questions in the exam answer booklet provided.
4. Do not write on this question paper.
5. All KAFU examination rules and regulations apply.
6. DURATION OF EXAMINATION: THREE (3) HOURS

KAFU observes ZERO tolerance to examination cheating. *This paper consists of THREE printed pages. Please turn over.*

QUESTION ONE:

a) Briefly identify and explain any **five** qualities of good research. (10 Marks)
b) Explain what entails problem definition and conceptual framework in research. (20 Marks)
c) Explain i) Construct ii) Definition iii) Proposition iv) Hypothesis v) Theory (10 Marks)

QUESTION TWO:

a) State any **five** ways the theoretical framework strengthens a study. (5 Marks)
b) With illustrations from your area of study, explain any five types of variables in research

(5 Marks)
c) Explain why it is important to distinguish between a Method, Research, Approach, and Design. Briefly discuss how understanding each term individually in addition to how these terms interconnect is important for your understanding of the application of research designs. (10 Marks)

QUESTION THREE:

a) What are the major differences between quasi-experimental research and experimental research? (6 Marks)
b) Discuss the importance of validity and research design. Choose one type of validity (internal, external, construct, or statistical conclusion) and discuss its relevance to experimental, quasi-experimental, and non-experimental research. (8 Marks)
c) Briefly explain the concepts of validity and reliability in research (6 Marks)

QUESTION FOUR:

a) What are the strengths to conducting a mixed method study? (4 Marks)
b) Discuss the major differences between descriptive and exploratory research designs (8 Marks)
c) Briefly discus guidelines for construction of questionnaire. (4 Marks)
d) Discuss the methods of collecting data. (4 Marks)

QUESTION FIVE:

a) Differentiate between descriptive statistical analysis and inferential statistical analysis (4 Marks)
b) Distinguish between parametric statistics and non-parametric statistics. Indicate their uses in different types of data or researches. (4 Marks)
c) State the circumstances under which you would recommend the following: (12 Marks)
    i. A probability sample
    ii. A non-probability sample

iii. A stratified sample
iv. A cluster sample