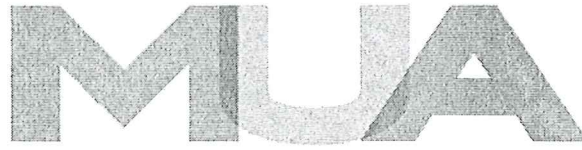


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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF DOCTOR OF PHILOSOPHY IN MANAGEMENT AND
LEADERSHIP

DML 902: **ADVANCED RESEARCH METHODOLOGY**

DATE: **28TH JULY 2022**

DURATION: 3 HOURS

MAXIMUM MARKS: 50

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 **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE:

Read the Case below carefully and answer the questions that follow:

"It is at times an onerous task to conduct a doctoral study" observed John. "Yes, and especially in defining and operationalizing variables correctly", Miss Atieno replied. "It is not easy to interpret results either; but this must be done all the same", Continued John. "James, are you forgetting what it takes to arrive at a suitable sample?" Miss Atieno said to John.

John: Let us go and have a conversation with our research professor to get some insights

Miss Atieno: Exactly!! Great idea...

John: Good morning Prof

Prof: Good morning; how can I be of help?

John: I am interested in conducting a research on the relevance of a certain cultural activity in my community but there is hardly any literature available on it

Prof: You need to describe it, determine a suitable approach and think through what the outcome of the study will be.

Miss Atieno: I have been thinking of why it takes long for some PhD students to complete their study. Might this depend on gender, type of University (private versus public), time dedicated to the study per week, social group membership, age or even location?

Prof: What an insightful observation, Miss Atieno? You may wish to pursue this for your study.

Miss Atieno: Thank you for your encouragement, Prof.
John, how about the result that we saw in the text book?

John: Yes, Miss Atieno; let me pull it from my bag...

Prof: Take your time, John

John: Thank you Prof., Here it is (see Table 1)

Table 1. Results of regression analysis

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	126.439 ^a	.312	.425

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Classification Table ^a				
Observed	Organisational performance	Predicted		Percentage Correct
		0	1	
Step 1 Organisational performance	0	33	17	66.0
	1	8	75	90.4
Overall Percentage				81.2

a. The cut value is .500

Variables in the Equation							
Step	Variable	B	S.E.	Wald	Df	Sig.	Exp(B)
Step 1 ^a	Strategic direction	-.086	.067	1.652	1	.199	.917
	Human capital	.738	.135	29.768	1	.000	2.092
	Strategic control	-.359	.110	10.721	1	.001	.698
	Constant	-1.406	2.092	.452	1	.502	.245

a. Variable(s) entered on step 1: Strategic Direction, Human capital, Strategic control

In the results, 0 and 1 respectively represent satisfactory and poor performance.

Prof: The regression analysis results look fine to me ... Is there any matter with it?

John: We are requesting you to explain how to interpret it to us

Prof.: I suggest you attempt then we discuss tomorrow at 10 am ...

By the way, obtaining a sample from a heterogeneous population and the use of systematic sampling at some stage in the sample selection is a requirement in some studies. Can you think about this as well?

John and Miss Atieno: Yes Sir

Prof.: Great, may I now release you as I head to class...I look forward to hearing from you tomorrow at 10 am.

John: Yes Prof., Thank you

Miss Atieno: Thank you Sir

Prof.: You are most welcome. Bye

REQUIRED

- a) Based on John's presentation,
- i. Assess John's dilemma and suggest a solution (5 marks)
 - ii. Discuss the research paradigm tension implied in the conversation between John and the professor (5 marks)
- b) With regard to Miss Atieno's inquiry to the research professor:
- (i) Propose the kind of study that Ms Atieno should conduct (4 marks)
 - (ii) Formulate an analytical model specification and operationalize the pertinent variables (2 marks)
 - (iii) Evaluate the limitations that Miss Atieno's proposed research formulation may suffer (4 marks)

- c) Interpret the regression analysis result jointly presented by John and Miss Atieno (Table 1) fully (5 marks)
- d) Describe the sampling procedure implied by the comment by the professor and point out the inherent weaknesses in this sampling method. (5 marks)

QUESTION TWO

- a) Describe how an effective literature review can be conducted (5 marks)
- b) Write an essay on levels of measurement and scales of measurement as applied to research (5 marks)

QUESTION THREE

- a) Discuss the assumptions that underpin classical linear regression model as an analytical model in research (6 marks)
- b) Discuss research ethics (4 marks)

QUESTION FOUR

- a) Explain the content of a research concept paper (4 marks)
- b) Distinguish between parametric and nonparametric tests in research (2 marks)
- c) Describe one nonparametric test that is applicable to research and specify the applicable contexts where psych test would be appropriate (4 marks)

