



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DBA - WEEKEND PROGRAMME

CMS 700: QUALITATIVE RESEARCH METHODS

Date: DECEMBER 2019

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. a) Beyond shared methodological standards, qualitative and quantitative inquiries differ in their methodological approaches in terms of the design, methods of data collection and presentation of the findings. Discuss each of these three differences in detail. **(9 marks)**
- research
- b) Describe the following statements. I) Design flexibility is a significant characteristics of qualitative methodology. II) In qualitative research the researcher is “research instrument” **(6 marks)**
- the
- Q2. a) The epistemological position of positivism is based on rationalistic and empiricist philosophy. Discuss the nature and limitations of positivist approach to inquiry. **(8 marks)**
- positivist
- b) Qualitative research involves social constructivist and naturalistic approach to the study of a reality. Explain. **(7 marks)**
- Q3. a) In qualitative research, interview is typically conducted in terms of unstructured or semi-structured way. Discuss each type of the interview by giving examples. **(8 marks)**
- interview

- b) Compare and contrast theoretical sampling and stratified sampling. **(7 marks)**

Q4. Eric, a quantitative research expert, was driving in a remote area of his country when he came upon a sizable herd of sheep being driven along the country road by a shepherd. Seeing that he would be delayed until the sheep could be turned off the road, he got out of the car and struck up a conversation with the shepherd. "How many sheep do you have?" He asked. "I don't know" responded the young man. The professional was puzzled by the inability to count such a large number. "How do you keep track of the flock if you don't know how many sheep there are?" How would you know if one was missing?". The shepherd, in turn, seemed puzzled by the question. Then he explained "*I don't need to count them. I know each one and I know the whole flock. I would know if the flock was not whole*"

- a) On the basis of the above qualitative research context or story, discuss the nature of qualitative data, personal experience/ engagement and empathic neutrality. **(10 marks)**
- b) Triangulation is confirmation of the same reality from different perspectives. Discuss four types of perspectives. **(5 marks).**

Q5. Failure to follow Generally Accepted Accounting principles causes big confusion which in turn creates a number of problems for an organization. Those with little experience in Accounting are unable to avert the problem by taking timely corrective actions.

- a) On the basis of the above narration, list and label the variables and explain the relationship among the variables and illustrate by a means of a diagram. **(9 marks)**

- b) Discuss the building blocks of research i.e. concept, proposition and theory with examples. **(6 marks)**

END