



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF Ph.D. IN
ORGANISATIONAL LEADERSHIP**

MAY-AUGUST, 2024

CAMPUS: ONLINE

DEPARTMENT: LEADERSHIP

COURSE CODE: POLD 710

COURSE TITLE: ADVANCED QUALITATIVE RESEARCH

EXAM DATE: August 2024

TIME: 6.30 PM-9.30 PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This paper has Five questions
- Answer **ONE COMPULSORY QUESTION IN SECTION A AND TWO OTHERS IN SECTION B**

SECTION A

QUESTION ONE IS COMPULSORY:

1. Imagine you are developing a concept paper for a study on the impact of digital transformation on organizational leadership in Kenyan small and medium-sized enterprises (SMEs). Write a plan for a qualitative-based concept paper using this case following the subheadings below:
 - State the research problem.
 - Write the objectives of the study.
 - Provide Research Questions.
 - Develop a literature review plan.
 - Explain the Methodology and methods of the study.

(10 Marks)

SECTION B

ANSWER ANY TWO QUESTIONS.

2. "Both qualitative and quantitative inquiry share basic values around and commitments to systematic inquiry, matching methods to question, conscientious data collection, appropriate analysis, and detailed reporting procedures followed including weaknesses" (Patton, 2015). Based on this debate:
 - a. Compare and contrast qualitative and quantitative research designs. (3.5 Marks)
 - b. Discuss how the above assertion applies, providing specific examples in your leadership field. (1.5Marks)

(Total 5 Marks)
3. Data in a qualitative study often consists of “text” produced with the help of interviews and observations.
 - a. Evaluate the characteristics of a qualitative interview using a topic of your choice.
 - b. Discuss the strengths and the weaknesses of in-depth interviewing. Use a qualitative interview-based study on understanding the experiences of female leaders in Kenyan technology startups to illustrate your points.

(5 Marks)
4. “While qualitative methodologists use the term purposeful or purposive sampling, quantitative methodologists are more likely to label these strategies nonprobability sampling, making complete contrast to sampling” (Patton, 2015).

- a. Analyze the differences between nonprobability sampling and purposive sampling.
- b. Describe how you would use a purposive sampling strategy to undertake an inquiry using the following Case Study:

Assume you are conducting a study on the coping mechanisms of healthcare workers in Kenyan hospitals during the COVID-19 pandemic. Detail how you would implement purposive sampling in this context.

(5 Marks)

5. Two key components of qualitative data analysis are coding and thematic analysis. Discuss your understanding of these two processes and with appropriate examples, use the case study below to describe how you would apply them in qualitative data analysis, highlighting the following:

- a. The main steps you would use in coding.
- b. The main steps you would use to identify themes.

Case Study: Imagine you are analyzing interview data from a study on the impact of social media on adolescent mental health in urban areas of Kenya. Use this case study to illustrate your coding and thematic analysis process.

(5 Marks)