"... until the day dawn, and the day star arise in your hearts"
(2 Peter 1:19 KJV)

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Master of Business Administration

Master of Arts in Communication

Master of Arts in Counseling Psychology

Master of Arts in Christian Ministries

Master of Arts in Child Development
ABSTRACTS
Masters Theses

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EDITORIAL

As the editorial team for this issue of Abstracts of Masters theses, we are glad to present to you the second volume. The first one covered the years 1978-2004 (26 years) with a total of 177 abstracts compared to the current one covering 2005 to 2007 (3 years) containing 108 abstracts. This is a sign of the growth of the University with a rapid expansion in training students at the Postgraduate level. Indeed, Daystar University has one of the highest completion rate of students at the Postgraduate level given the close supervision given to the students by members of the faculty. Consequently, in the coming years we expect to see more abstracts and the publication will have to be annual with the possibility of a book of abstracts for every discipline.

The current issue has been categorized into the various disciplines and year of completion for ease of location by users. The disciplines covered are: Master of Business Administration, Master of Arts in Communication, Master of Arts in Counseling Psychology, Master of Arts in Christian Ministries, Master of Theology and Master of Arts in Child Development. These numbers are expected to grow as new programmes are approved by the Commission for Higher Education.

It is our hope that these abstracts of Masters theses will be found useful by academicians and Postgraduate students as we seek to share information and knowledge for the betterment of scholarship in the region. In the future, the editors intend to avail this and other publications through the internet for wider readership.

If you have any comments or suggestions kindly get in touch using the Department of Research’s contacts appearing elsewhere in this book of abstracts.

Editorial Team
Prof. Faith Nguru
Dr. Michael K. Bowen
FOREWORD

It is with pleasure that I write this foreword for the second edition of abstracts of postgraduate students from 2004 to 2008. We are thankful to the almighty God for the new programmes that have been launched in the postgraduate programme during this time and which are featured in this second edition. These include Masters degrees in Business Administration (MBA), Child Development, and Counselling Psychology. I also wish to congratulate all those who have graduated from the Masters Programmes at Daystar University.

In a recent report, entitled The Nairobi Report (2009), the British Academy in collaboration with the Association of Commonwealth Universities and a group of 60 African scholars identified three areas for action if the status and prospects of research in social sciences and humanities is to improve. These are:

- Improving institutional structures and governance
- Forging communities and networks of research
- Investing in individual research careers

It is my belief that Daystar University, through its relevant academic departments, is contributing to the above goals. As Masters students worked with their supervisors in the projects whose abstracts are included in these volume, they touched on aspects, structures and networks relevant to the development of their careers. The laying of good foundations for research cannot be overemphasized and Daystar University has moved into new disciplines in this regard.

The publication of this second book of abstracts is a clear demonstration of the University’s commitment to enriching the academic output by way of research findings that should find practical applications locally and internationally. It is my prayer that readers will look for the full documents for greater appreciation of the author’s contribution to research and scholarship in the respective areas covered by the dissertations.
My sincere thanks to all the students and their supervisors who have worked diligently in unleashing the potential for scholarly work in this region. While we are yet to realize our dreams for an academic and research environment that is fully supported by access to funding and technology I believe we are on our way realizing this dream in the not too distant future.

As we launch PhD in communication programme at Daystar University it is my hope that researchers will be assisted by this volume to forge further ahead in advancing the ideas initiated by the research projects covered in the theses summarised in the abstracts presented in this volume.

Rev. Prof. Godfrey Nguru
Vice Chancellor, Daystar University
Abstracts of Masters Theses

Year 2005

Master of Business Administration
Master of Arts in Communication
Master of Arts in Counseling Psychology
Master of Arts in Christian Ministries
Master of Business Administration (2005)

The Extent of use of Human Resource Management Information systems and Efficiency in Selected Banks in Nairobi

By Mwebi Anne

Supervisor Stephen Nyambegera

Abstract
The purpose of the study was to determine the extent of use of Human Resource Management Information Systems (HRMIS) within selected banks in Nairobi. Further, the study sought to determine whether the use of such systems has any correlation with efficiency of operations.

The findings reveal that most of the banks in Nairobi have at least some form of HRMIS within their operational framework. Secondly, the extent of use of these HRMIS is not as extensive as would have been expected of a banking sector considering the nature of their business. Thirdly, employing the use of these HRMIS has a direct correlation with efficiency within the selected banks in Nairobi.

The study suggests that banks and other organizations should strive to attain a competitive advantage through its people resources since they can’t be imitated or copied. That is enhanced by employing effective management of these people resources through the use of appropriate HRMIS.

The study further recommends that banks and organizations install an all-inclusive HRMIS with regards to the major HR functions. Banks should regularly check out the efficiency of the HRMIS that is currently under use and adjust or update accordingly in order to fit the current needs and requirements of their work environment. The HRMIS used should provide the flexibility that is needed to anticipate future storage requirements.
An evaluation of the Information Efficiency of the Nairobi Stock Exchange

By Twala, Kishoyian Anthony

Supervisor David Wachira

Abstract
The overall purpose of this study was to test the efficiency of the Nairobi Stock Exchange (NSE) with regard to its reaction to dividend announcements in terms of adjustments of prices for shares listed at the NSE. The hypothesis of the study was that the NSE, a typical African developing stock market, is not efficient with respect to dividends information releases into the market.

The assessment of the market response to information was done using event study methodology. The study covered 15 dividends announcements made during the year 2003. To determine the market response to dividends the researcher calculated the abnormal returns and the cumulative abnormal returns for samples for the 61 day event window.

The results revealed that there were abnormal returns and cumulative abnormal returns that were significant for 27 days before and 30 days after dividend amount (information leakage). The market response continues drifting up or down beyond the announced date (slow response). This is inconsistent with the efficient market theory. The conclusion is that the Nairobi Stock Exchange was inefficient with respect to dividend announcements in the year 2003.

These results may reflect a variety of factors that influence the processing of new information such as insider trading, price limits, poor information dissemination, information asymmetry, limited analytical and investigative capabilities and long transaction settlement period. The reflection on the efficient market hypothesis implies that addressing issues of research capacity, discouragement of insider abuse, encouraging timely disclosure and dissemination of information and improving trade mechanism are the key elements of a strategy aimed at promoting the development of the Nairobi Stock Exchange.
A Survey of Corporate Governance Practices in Selected Commercial Banks in Kenya

By Ambutsi, Phanice Bushuru

Supervisor David Wachira

Abstract

The purpose of this study was to assess the corporate governance practices in selected commercial banks in Kenya with focus on the role and functions of the board of directors and its committees, structure, independence as well as information disclosure and transparency. The study combined both quantitative and qualitative approaches and was carried out in 7 banks. A total of 21 questionnaires were administered to the company secretaries and managers with a response rate of 57.1%. Three in-depth interviews were conducted. In addition, annual reports content analysis was carried out to strengthen responses to questionnaires.

The findings indicated that board members serve on boards of other corporations. Second, some independent directors and board members do not have appropriate skills to carry out their responsibilities. Another finding was that different individuals hold the positions of the Chief Executive Officer and board chairman. Finally, the audit committee exists in most banks except the disciplinary committee.

Accordingly, the following recommendations were put forward. First, remuneration of directors should be competitive to attract and retain them. This way, they will remain productively loyal and committed to the corporations. In addition, banks should encourage the independence of directors. Second, clear job description and required skills should be defined. There is also need to limit the size of the board and ensure that periodic performance system of directors is in place. Lastly, banks should keep different individuals in the positions of CEO and chairperson in order to render transparency and accountability between management and board. Main committees such as audit, nomination, and remuneration committees should be established in the banks.
Abstract
It is usually intriguing to follow trial of cases in the media to their conclusion. The impression usually given by the press tends to be contradictory to the actual judgment passed at the finalization of the trial. At times this creates an impression of miscarriage of justice.

The study set out to investigate the part played by the press on the public’s understanding of justice and set to establish whether the public sees that justice is not only done, but is also seen to be done by the time the cases they have been following in the newspapers are concluded in the courts. The secondary objectives were to establish whether journalist are able and willing to accurately and professionally capture the facts and the law in their reporting cases to the public and also to find out if journalists understand the legal interpretation of their reporting cases to the public.

The study used a descriptive survey research design. Arising from the objectives of the study, the two major category groups were of interest the general public and the journalists. On the part of the general public, data was collected from diverse populace of Nairobi purposively sampled. There were one hundred and twenty people selected as the sample. The sample was asked to fill questionnaires which were picked up later.

The theoretical framework behind the study was the impact of mass media on the society and the media agenda setting role in the society. The theoretical framework was drawn from Severin & Tankard’s (1997) old time discussion on the media effect on the society alongside Smith’s propositions (1992) that mass media extend the message but inevitably distort the message.
The data collected showed that the members of the public do get significantly influenced by the cases they read in the newspaper and in particular in their perception, interpretation and the process of justice. In addition the study showed that the members of public are influenced by the print media in their perception as to whether the cases they followed in the newspapers are fairly concluded. The other findings drawn from the study were that journalists have shortcomings in reporting cases due to the technical nature of the legal process. The findings further showed that most journalists are not pro-active in building their capacity in legal journalism. The findings also show that journalist did not fully understand the legal language in their reporting of cases.
Corporate Image and its Effects on Local Fundraising

By Mamo, G. Kabede.

Supervisor Nyaga Rahab

Abstract
The purpose of this research was to examine if the image of an organization could have an effect on its fundraising activities and results. Using the case study method, the research focused on the Ethiopian Community Association of Atlanta (ECAA) which is a non-profit, member based organization that depends on the financial support of the Ethiopian Community living in the metropolitan of Atlanta. To discover the effect of ECAA’s image on fundraising results both quantitative and qualitative research methods were employed. Tools used for data collection were questionnaires distributed to the members of the Ethiopian Community. In depth interviews were conducted with leaders of businesses, trade associations, professional associations and churches, mosques, youth groups and women groups.

After collecting, analyzing, categorizing and tabulating the data, the key findings indicated that the perceived weak image of ECAA coupled with its inadequate communication and the community’s habit of preferring to give to family rather than to non-profits were the main causes for the weak fundraising results.

Based on this finding, the researcher has recommended the following: ECAA should work on improving its communication with its constituents. This will improve its relationship with the Ethiopians in the diaspora. Effective communication will filter out the prevailing misconceptions which adversely affect its image, fundraising activities and membership promotions. ECAA should also set up an on-going fundraising program to raise friends and donors and should establish a database for the Ethiopian diaspora living in Atlanta.
The Role of Public Relations in Crisis Management.

By Wekundah, Siboe Manasseh

Supervisor Jeremire Araka

Abstract
The purpose of the study was to assess the extent to which Daystar University public relations department was effectively involved in crisis management. In addition the study sought to determine the degree to which the department has helped the image of Daystar University after a crisis. Further, the study aimed to understand the role of public relations in crisis management.

The study is a survey of students’ and employees’ attitudes towards the role of public relation in crisis management. The study’s population is 1747 individuals. The population was categorized into Undergraduate Athi River students, Undergraduate Nairobi campus students, Diploma, Masters, Administrative division and Vice-Chancellors division with a 10% sample size chosen from each of these categories. The study used purposive sampling technique to choose second year to final year students in the academic programs. The same criterion was used to choose employees from both the vice-Chancellor and Administrative divisions. Convenience sampling was employed in the issuing of the questionnaires

The findings indicate that the respondents did not receive adequate advance notice about the university activities. This resulted in rumours, which was part of the reason for their resorting to disruptive activities. In addition, the Corporate Affairs did not appear to improve the dissemination of information even after the crises. Although the Corporate Affairs department is supposed to deal with crises as documented in the university catalogue, it was clear that it does not have clearly established structures to handle crises.
Attitudes, Knowledge, Beliefs and Behaviour of Residents of Mwanza City towards Environmental Pollution in Lake Victoria

By Kaijanangoma, Dietrick

Supervisor Martha Mbuguss

Abstract
The purpose of this study was to find out the attitudes, knowledge, beliefs and behaviour of residents of Mwanza city in Tanzania towards environmental pollution in Lake Victoria. The participants were divided into five categories; policy makers’, policy implementers’, facilitators, media and the beneficiaries of Lake Victoria. The total population was 61 people. Out of the population 22 interviewees and 39 questionnaires were done. Cluster, purposive, systematic and snowball sampling methods were used to arrive at the sample size.

The coded and edited data were entered into the Statistical Package for Social Sciences (SPSS) and NVIVO programs. The data was then analyzed, computed and presented in tables, charts and graphs. The data was then analyzed, in terms of the themes; attitudes, knowledge, beliefs and behaviour. Key findings of the study were that a) the people of Mwanza know that the lake is polluted and that it is ongoing; b) beneficiaries criticized the government for its failure to control pollution; c) some traditional beliefs among the various communities in Mwanza City contribute to the pollution of the lake; d) there was no effective communication among the stakeholders of lake Victoria regarding pollution.

Among the recommendations of this study are a) effective communication among the stakeholders of Lake Victoria can help to minimize, if not eliminate, pollution in the lake. Therefore, every effort should be made to improve communication among the stake holders of Lake Victoria in order to curb the increasing pollution in the Lake; b) there should be partnership between the government and the mass media.
Communication and Satisfaction in the Marital Dyad  A Study of the Catholic Marriage Encounter Programme in Kenya

By Kibuthu, Rosemary

Supervisor Faith Nguru

Abstract
Many marriages are hurting and couples are looking for solutions to their hurts. Poor or breakdown of communication has been cited as a major cause of marital disillusionment. This study set out to examine the role of dialogue and communication in relation to satisfaction in marital dyads. It also evaluated the marriage encounter programme with a view to determining its effects on the couple participants’ marital life through their experiences in the programme. The marriage encounter programme is a Catholic Church sponsored programme to help revitalize marriages and restore intimate marital relationships.

A questionnaire adapted from Spanier’s (1976) Dyadic Adjustment Scale (DAS) was Self-administered to 40 couples attending a “Deeper Weekend Encounter”. These couples were drawn from most provinces in Kenya. Sixty-six duly completed questionnaires were returned representing 82.5% response rate.

Questionnaire data was coded and keyed in to the computer then analysed using Statistical Package for Social Sciences (SPSS for windows version 11.0). Averages, frequencies and the percentages were then computed. Further, seventeen open ended questions were added to the DAS scale and a focus group discussion was conducted with four couples that were facilitators of the programme. First, a coding scheme was pre-assigned to the open-ended questions. The responses were then analysed qualitatively.

The respondents were all Kenyans aged between 20 and 50 years. There were 34 males and 32 females showing an almost equal distribution of men and women. Of the males, two were priests who facilitated the encounter. The couples had been married between 5 and 20 years. Majority of these had attained a college level education and lived with their spouses most of the year. They reported dialogic communication as helpful resulting in satisfaction in their marriages. They reported that
the Marriage Encounter Programme had a positive impact on their marriages. Consequently, the couples were now more open and trusting.

A few reported negative effects, such as more frustration over unmet needs expressed in the previous weekend encounters, disagreements between spouses over the (MEP) experiences, differences in opinion about the “dialogue itself,” “how often” “how to apply it in family” and “other unvoiced problems”. On communication and decision making, “consult” and “join” were evaluated highly as enhancing satisfaction in marriage. The research findings and literature review give hope for the happy lasting marriages through dialogic communication.
Abstract

The thrust of this study was to identify communication forms that the Lutheran Church in Kenya could utilize to effectively communicate with urban church youth. Effective communication demands the awareness of the needs and interests of the target audiences as a basis for meaningful and strategic input. The research tool used was a questionnaire comprising of open-ended and closed-ended questions. The target population studied was limited to the Lutheran Church youth members attending the Uhuru Highway Church. Questionnaires were filled by the youth at the church after the Sunday worship service with the help of youth ushers. Data collected were coded and keyed into a computer and analyzed using Excel and SPSS.

The following were some of the key findings; the language commonly used by the youth is English; the majority of the youth like preaching through music; media (TV, radio) are the primary sources of information; and there was a need for mutual understanding between the youth and the church elders.

Recommendations for remedial measures are made. These measures include Christian programs that provide “lively” music and movies. There is also need for time for socialization among the youth. Further, short and relevant sermons should adopted with the need to make youth programs more focused on cultural issues and values. The youth networks should also be broadened through the use of the internet.
An Assessment of Corporate Governance Practices in Selected Non-Governmental Organizations in Kenya

By Ongang’o, Mellyne Atieno

Supervisor Alfred Muchai

Abstract
Although the emergence and legitimacy of Non-Governmental Organizations (NGOs) has been well documented, little research has explored appropriate types and practices of accountability in NGOs. In particular, little has been done to examine this topic in the comparative text. Discussions on the growing influence of civil society organizations and their roles in democratic governance are not complete without an examination of accountability relationships.

The main objective of the study was to assess corporate governance practices in selected NGOs in Kenya. Specifically, the study examined the roles and the function of the board of directors and senior management. The framework for this study draws from the seven principles of corporate governance as recommended by the Nolan Committee (1995) which includes transparency, integrity, accountability, selflessness, objectivity, honesty and leadership. The study, which combined both quantitative and qualitative approaches, was carried out among ten NGOs based in Nairobi. A total of 10 questionnaires were administered to the organization’s directors with a response rate of 100%. Ten in-depth interviews were carried out on one board member of each of the organizations, giving a response rate of 100%. Desk review was also done on each of the organizations’ annual reports, strategic plan and records of board meetings.

The following were some of the key findings (1) some organizations have board members who serve long tenure; (2) board members of organizations deliberate on financial, strategic and operational issues, though not all of them deliberated on management performance and human resource issues. Fundraising which is a very important aspect of NGOs was not taken seriously by the board members as part of their duty; (3) in some organizations, the Chief Executive Officer (CEO) holds the position of the chair of the board; (4) an audit function exists in most of the NGOs and they report to the senior Financial Officer; (5) in most
organizations an external auditor plays only one role of preparing the organization’s accounting books although in some few organizations they provide evidence on tax matters.

From the results, the following recommendations are made that board members serve on board for a short tenure; board members appraise performance and get involved in fundraising; the position of the chair of the board should not be held by the CEO so as to avoid conflict of interest; the internal audit should adopt a strategic focus and address stakeholders’ priority and the external auditors should be made totally independent such that they do not provide other services besides audit.
Edutainment Radio Programmes on HIV\AIDS as a Strategy to Encourage Behavioural Change among the Youth in Nyanza Province – Kenya

By Mboya, Rosemary Alakie

Supervisor Martha Mbugguss

Abstract

The purpose of this study was to identify, analyze and evaluate the effectiveness of Edutainment Radio Programmes on HIV\AIDS as a strategy to encourage behavioural change among the youth in Nyanza. The study sought to determine whether youth actually listened to HIV\AIDS programmes and assessed how the programmes impacted on the youth and whether or not the programmes are edutainment in nature.

A random sampling technique was used to select 200 secondary school students to whom the questionnaires were administered. A semi-structured telephone interview was carried out with three radio producer\presenters whose broadcast stations were identified by respondents as the most listened to.

The key findings of this study indicated that the youth in the selected area of study were relatively aware of HIV\AIDS, and that 95.4% of the youth listened to radio, and 78% listened to radio programmes on HIV\AIDS. The findings indicate that as a strategy, edutainment radio programmes on HIV\AIDS can be effective, informative and their appeal to the youth could encourage the behavioural changes needed in our society as a preventive measure against HIV\AIDS.
Portrayal of the Male Gender in Food and Beverages Commercials in Kenyan Television Stations

By Kuria, Audreen Wakanyi

Supervisor James Mutua

Abstract
The purpose of this study was to determine the stereotypical content of food and beverage commercial advertisements attributed to the male gender. The study looked at the meanings of the roles and behaviour patterns portrayed by the male gender in two categories-modern theme types and traditional theme types. Nonverbal and verbal communication cues were also used to determine the stereotypical contents in commercial advertisements attributed to male gender. The study used a qualitative content analysis method to collect data and analyzed the data using thematic unitization and coding categories.

The study found out that the male gender is generally stereotyped as dominant. It was evident from the study that the male gender tends to be portrayed as masculine and in a happy mood. It emerged that masculinity in the male gender glorified the male gender and is normally concerned with their physical appearance more than any other role they play in the commercial advertisements. The study therefore concluded that the male gender symbolically glorify his masculinity through the roles and behaviour patterns associated with him.
Uses and Gratifications of Mass Media Communication by Teenagers from Selected Schools in Nairobi.

By Djongana, Faustin Chongome

Supervisor Martha Mbuguss

Abstract
The media have been accused of having a strong influence on teenagers (Debeer, 1998). In Kenya, media organizations have been accused of introducing Western material and culture as opposed to African culture (East African Standard, September 13, 2005). This study was interested in finding out from teenagers in Nairobi the uses they make of the media and the gratifications they get out of them.

To accomplish this study, students from two secondary schools located in different geographical areas in Nairobi, namely Consolata Secondary School situated in Westlands, a middle class income area, and Our Lady of Fatima Secondary School located in Kariobangi, a low-income area were sampled. The study chose form three students. The total population was 257 students made up of 53 form three students from Consolata Secondary School and 204 form three students from our Lady of Fatima. Selected form four students from both schools were chosen for the focus group discussions conducted separately. The study used both self administered questionnaires and interviews to collect the data.

The study found that most teenagers used television and radio mainly to gratify affective needs; to relax and be happy, and for social integrative needs such as getting topics to discuss with their friends. In addition, they gratified tension release needs such as uplifting their mood. From the findings, it was clear that most teenagers in Nairobi prefer entertainment programs in their choice of media.
Gender and Communication How the Female Gender is Portrayed in Kenya in Secular Hip-hop Music Videos

By Mueni, Joy

Supervisor Florence Miya

Abstract
The purpose of this study was to find out how the female gender is portrayed in Kenyan secular hip-hop music videos. The music videos under study were produced by Ogopa Deejays, one of the biggest music production houses in Kenya. Data was gathered through the use of in-depth interviews, viewing the videos and documentation.

The study found out that the female gender was portrayed negatively and stereotypically in the Kenyan secular hip-hop music videos. These negative stereotypes indicate the female gender is submissive to the male gender; girls are materialistic and prostitutes, and finally the girls are portrayed as objects. The results also show that the Kenyan hip-hop artists are heavily influenced by their counterparts from the West. Another important finding was that hip-hop music is listened to and sung by the youth.

Based on the findings, this study recommends the use of hip-hop music as a tool of addressing problems and issues that face the youth. It also challenges the music producers to portray both genders as equal. The Christian fraternity is borrowing from the secular world and it is recommended that they borrow with caution.
Domestic Violence A Consequence of Acculturation among Kamba Couples

By Ndunda, Coretta N.

Supervisor Alfred Muchai

Abstract
This study hypothesized that acculturation is a factor that has contributed to the increase in domestic violence among the Kamba family. The Kamba family has gone through cultural changes especially in communication, arising from the adaptation of foreign cultural values, before, during, and after colonization. The study argued that, while there was little evidence of domestic violence in the traditional Kamba family, the modern Kamba family is a product of the acculturation process. This domestication of foreign cultural values has led to changes in the stock of knowledge, which the husband and wife draw from while communicating.

The study sought answers to the questions on the prevalence, types and characteristics of domestic violence within the Kamba family, and the extent to which the pre-colonial, colonial and post-colonial changes have influenced the traditional Kamba cultural values that previously served as social sanctions against domestic violence.

Purposive sampling was used in identifying and selecting the study units. Data collected for analysis was both secondary and primary. Secondary data was collected from six organizations currently dealing with issues of gender domestic violence. Primary data was obtained from key informant interviews conducted with 12 senior officials of organizations dealing with domestic violence based in Nairobi and also with 8 Kamba elders drawn from the Kamba community. The data obtained was mainly qualitative and was analyzed through the use of content analysis methodologies,

The results indicated that there is evidence of domestic violence occurring in the Kamba family. The types of domestic violence reported were physical, sexual, and psychological characterized by battering, burning, and sexual assaults among others. The perpetrators of violence were both the husband and wife, though wife battering was more common.
Further, spousal violence was reported as being common among the urban Kamba families of police constables, prison warders, primary school teachers, and military men. The main causes or reasons for violence were unfaithfulness, misunderstandings, frequent quarrels, drunkenness, and failure to get the preferred child.

The study concluded that changes in cultural values, norms, beliefs and attitude arising from the sustained domestication of Western cultural values in place of the traditional Kamba cultural values might explain the rising cases of spousal violence. The study recommends a sustained enculturation of Kamba value systems.
Intercultural Communication Experiences between Ethiopian and Kenyan Professionals Working in Selected Multinational Organizations in Nairobi

By Abraham, Mulugeta

Supervisor Jane Awiti

Abstract
The purpose of this study was to explore the intercultural communication experiences between Ethiopian and Kenyan professionals working within selected multinational organizations in Nairobi. Five multinational organizations were identified for the sampling UN (United Nations), World Vision, Cooperative for Assistance Relief Everywhere (CARE), International Organization for Migration (IOM) and Oxfam.

The study was qualitative and used exploratory research design. It was carried out through in-depth interviews and focus group discussions. A total of sixteen in-depth interviews with purposively selected Ethiopian and Kenyan professionals were conducted. The data obtained was analyzed based on themes adapted from Kluckhonn and Strodtbeck’s Value Orientation Model and other models borrowed from Samovar et. al. (1981) and Lingenfelter and Mayers (1986).

The findings of the study show that there were some differences between Kenyan and Ethiopian professionals who work in different multinational organizations in terms of verbal signals and orientation towards nature, time and work.
Towards an Evaluative Training Knowledge Management Model for Contemporary Organizations A Case Study of Davis and Shirtliff (Kenya)

By Maina, Fides Wanjiku

Supervisor Faith Nguru

Abstract

It this knowledge era, it has been widely accepted that firms create value and gain sustainable competitive advantage largely through the investments they make in their knowledge management strategies. The Kenya branch of Davis and Shirtliff makes heavy annual investments in employee training and development. However, the company’s existing methods of evaluating the benefits are not empirically derived. Evaluation of training outcomes is important in determining direct and indirect returns on investment in the form of demonstrable performance improvement and efficiency.

This case study explores the training knowledge management practices of Davis and Shirtliff in Kenya focusing on the company’s organizational culture, training programs, knowledge creation, and sharing practices, the relationship between employee multi-skill and its benefits.

This study has developed a researched Training Knowledge Management Model (TKMM) that the company can use to plan its training programs. The company can use this model by strategically analyzing the company’s goals to identify training requirements, developing training and non-training strategies to address competency gaps, integrating training into the company’s strategic plans, evaluating training goals accomplishments, and gauging the results of the evaluation. The model highlights various indirect organizational benefits that are predictors of the achievements of the goals of training programs. Finally, the study outlines a subjective method for evaluating an organization’s improved performance quality through training using the model. The model developed can be applied (with some modifications) to any other contemporary organization intending to evaluate the direct and indirect benefits accruing from its investment in employee training programs.
Master of Arts in Counselling Psychology (2005)

Students ‘Perception of the Role of Guidance and Counselling at Tertiary Institutions

By Gachoka, Rose Njeri

Supervisor Lillian Wahome

Abstract
Implementation of guidance and counselling in Kenyan tertiary institutions has been hindered by various factors. This study aimed at determining the kind of guidance and counselling offered at the Kenya Polytechnic. It also hoped to find out the levels at which providers of guidance and counselling are professionally trained and how students and teachers perceive the role of guidance and counselling provision.

Results of the study indicated that there are various kinds of guiding and counselling offered at the Polytechnic. It was also clear that the students had some level of understanding of the importance of guidance and counselling services, but this did not translate to guidance and counselling seeking behaviour. Results also indicated that most of the students associated guidance and counselling with improved interpersonal relationships, increased responsibility and behavior change.

The research highlights various barriers that hinder guidance and counselling provision lack of time allocated for the programs, limited access to guidance and counselling services, lack of professional counselors, and little support from management. To overcome the barriers, various recommendations have been suggested so as to improve provision of the service at the Kenya Polytechnic. Among the most important is the need to have regular workshops and seminars so as to educate students on the importance of seeking guidance and counselling services.
Psychological Adjustment of AIDS Orphans to Institutional Living
A Comparative Study of Pre-adolescent AIDS Orphans in Selected
Para-Church and Church-based Institutions in Nairobi

By Boamah, Kwadwo Ofori

Supervisor Kimani Chege

Abstract
The main focus of this study was to answer the question whether pre-adolescent AIDS orphans in selected institutions in Nairobi face unresolved psychological problems which might potentially impair their adjustment to institutional living or life as a whole.

The researcher administered survey questionnaires to identify psychological symptoms that might significantly impair the adjustment and social functioning of pre-adolescent AIDS orphans. A total of 63 questionnaires were administered to respondents in 3 orphanages in Nairobi. Eight caregivers were interviewed for triangulation purposes. Responses from both the questionnaires and interviews were coded, and keyed into the Statistical Package for Social Sciences (SPSS) version 11.0 windows. The data was then analyzed and interpreted, using both quantitative and qualitative approaches. Significant pointers to the AIDS orphans’ psychological adjustment to their environment were cross-tabulated to check for correlation.

Nearly all caregivers reported that AIDS orphans were functioning as normal children would, and were highly optimistic and motivated to reach the highest point on the continuum of adjustment scale. Further all centres reported having in place a form of psychological support that provides counselling to the orphans. The results also show that HIV positive orphans exhibit high levels of adjustment as compared with non-positive orphans in Para-church centres and finally close to 75% of caregivers reported that spirituality had made much contribution to the smooth adjustment of AIDS orphans.
Effectiveness of Guidance and Counselling in Public Secondary Schools in Vihiga District

By Mungasia, Atsiaya Joshua

Supervisor Lois Semenye

Abstract
The purpose of this research was to evaluate the effectiveness of guidance and counselling in selected secondary schools in Vihiga District. The objectives of the study were (1) to evaluate the effectiveness of guidance and counselling in selected public secondary schools in Vihiga District; (2) to investigate students and teachers understanding of guidance and counselling; (3) to explore types of guidance and counselling offered in public secondary schools in Vihiga District; (4) to investigate teacher-counsellor training, and (5) to explore the need for teacher-counsellor’s supervision.

Literature showed that research done elsewhere had demonstrated that guidance and counselling was effective in helping young people adjust and therefore perform better in their studies. However, violence, drug abuse, teenage pregnancy and other vices are high in Kenya despite the presence of guidance and counselling for over three decades. Many recommendations given by the commissions appointed to research into the situation of education in Kenya have not been implemented.

To get the target population the researcher used stratified random and purposive sampling techniques. The researcher then used questionnaires, interviews and document analysis to collect data for the research. Data collected through the interviews and documents was analyzed thematically, while that collected through the questionnaires was analyzed using the Statistical Package for Social Sciences.

Unrest in schools and higher institutions of learning, signing of UN Charter of Rights for Children and banning of corporal punishments in schools strengthened guidance and counselling. Research findings revealed that teacher-counsellors are involved in both individual and group counselling. They keep records of their activities. However there are drawbacks weighing down on guidance and counselling. Most teacher-counsellors are untrained in guidance and counselling, have heavy
workloads and work without the service of guidance and counselling supervisors. Finally the research revealed that some teacher-counsellors have no offices and/or counselling rooms.
Counselling of Hearing-impaired Student Athletes in Nairobi Province

By Grace Wanjiku

Supervisor Nancy Crawford

Abstract
The need for and current availability of counselling services to hearing-impaired student athletes in Nairobi Province were investigated. The descriptive data generated from this special population has potential to inform future proposals aimed at uplifting the sports performance of these athletes and improving their quality of life. The areas of special interest were the role of psychological factors in a hearing-impaired student’s participation in sports, and the role of teacher-counselors’ training and availability for removing psychological barriers that may hinder the performance and success of hearing-impaired student athletes.

Four bodies of literature were reviewed in this study. These were the psychological self-concept, sports psychology, physical education and facts relating to hearing-impaired athletes.

Data was collected from all 131 (census) hearing-impaired student athletes and 8 teacher counsellors in Nairobi Province using a structured written survey, which included an adapted Rosenberg Self-esteem Scale. One of the most striking results of this study was that 70% of the responses by student athletes indicated they experienced frustration and nervousness when involved in sports. Despite this, 53% of the respondents indicated that they did not seek counselling. Some 32% of the student athletes seek counselling services, 66% of the student athletes indicated that they perceive that teacher-counselors are not readily available to provide counselling services. The student athletes appear to have low medium-to-medium self. There were several indications of a sense of hopelessness among the hearing-impaired student athletes.

Sixty-three percent of teacher-counselors indicated that they are professionally trained in counselling, with a similar percentage indicating that they experience communication problems in counselling hearing-impaired student athletes. In addition, all the teacher-counselors
indicated that there are insufficient facilities and equipment to be used in provision of counselling services.

The study, concluded that the current availability of counselling services to hearing-impaired student athletes in Nairobi Province appears wanting. There is also the need for necessary adjustments with the aim of improving the sports performance of hearing-impaired student athletes. Various recommendations were suggested so as to improve the provision of counselling services to the hearing-impaired student athletes.
Master of Arts in Christian Ministries (2005)

Case Study of Kotobe Evangelical Church, Mekane Yesus

By Kanno, Amsalu

Supervisor Samson Obwa

Abstract

The purpose of this study was to evaluate the effectiveness and appropriateness of the evangelism strategies being used by Kotobe Evangelical Church-Mekane Yesus (KECYMY). In-depth interviews and focus group discussions were used as a tool for collecting data. Thirty samples were taken out of the population of about one thousand. This sample has provided the necessary information needed to answer the research questions. The study accomplished its purpose by evaluating the evangelism strategies of the church under study.

In this process the strengths and weaknesses of the church which would be useful for the church to improve her service delivery have been identified. The study has shown that the church has been fighting back the injustice and oppression inflicted upon her by the Orthodox Church and some evangelicals. Most of the church’s time has been spent trying to secure her existence which was threatened.

The findings of the study indicated that the church had limitations in carrying her duties. For instance, youth ministry had been observed to be failure while lack of commitment of members to home based fellowship and lack of love and harmony were some of the limitations. Finally, recommendations were made on the areas that the church needs to improve. Specifically the church should establish a youth ministry. Furthermore, there is need for membership commitment to home based fellowship and participation in the different works of the church besides the need to train pastors and evangelists. The church needs to be bold enough to speak against all kinds of social, economic and political injustice prevailing in the society. This should be done in line with the message to the church in Smyrna in the book of Revelation which admonishes the church not to be afraid and to be faithful, even to the point of death so as to receive a crown of life.
Abstracts of Masters Theses

Year 2006

Master of Business Administration

Master of Arts in Communication

Master of Arts in Counseling Psychology

Master of Arts in Christian Ministries

Master of Arts in Child Development
Abstract
The purpose of this study was to establish the efficiency of the Nairobi Stock Exchange in pricing of listed stocks using the dividend valuation model. The real value of listed stocks was established at the commencement of financial year 2002 and was compared with the prevailing market price to determine the pricing efficiency of the NSE. The study examined stocks of seventeen companies. The study was quantitative in nature and used an experimental design approach to arrive at its findings. To support the quantitative analysis, the researcher held interviews with four experts from the stock market.

The dividend valuation model presupposes that the value of a stock is equal to the present value of cash flows the stock is expected to earn over a given period of time. This means that the prime input of the model is cash flows. However, the study concluded that payment of dividends alone as proposed by the dividend model is not sufficient in determining the value of a security. There are other fundamental factors that affect its value.

The findings from the study indicated that the stocks listed on the NSE at the beginning of financial year 2002 did not reflect their intrinsic value. This is an indication that the market was inefficient in its pricing mechanism of listed stocks. Such inefficiencies in pricing of stocks was largely due to the prevailing market environment. The study found out that the period prior to 2002 was characterized by unfavorable economic and political environment that affected the performance of the stock market.
Evaluating the Effectiveness of the Capital Asset Pricing Model (CAPM) in the Kenyan Capital Market

By Muitherero, Edwin Kibuthu

Supervisor Evans Amata

Abstract
The purpose of this study was to evaluate the effectiveness of the Capital Asset Pricing Model in describing the behaviour or return of securities traded in the Kenyan capital markets. By developing the general equilibrium relationship of CAPM, this study tested whether observed returns were more consistent with the current market trend than they are with the standard CAPM.

The researcher applied the methodology of comparative study of the two variables; observed returns as the independent and expected as the dependent. The study covered 20 companies trading in the Nairobi Stock Exchange for the period starting January 2004 and ending June 2005.

The response observed from the 20 firms indicated weak evidence of the effectiveness of the Capital Asset Pricing Model in predicting the values of individual securities. This appears to be a universal phenomenon as compared to findings in other economies.

These results reflect the inability of the general form of the Capital Asset Pricing Model on strongly predicting the value of securities in the Kenyan Capital Markets. There is therefore need to study other forms and rigor of the model as well as other valuation models to determine a most suitable method of valuation in Kenya.
Abstract
This study looks at counterfeit products and their effect on manufacturing firms. It sets out to examine the effect of counterfeit products on the sales of manufacturing firms who are diamond mark holders in Nairobi, Kenya. Using regression and correlation analysis, the study reveals that counterfeit products relate to sales of manufacturing firms and that firms are highly affected by counterfeit products; besides, the firms are forced to engage in active anti-counterfeiting activities. Despite the counterfeits, the study reveals that sales of the firms studied are increasing and it appears that not all manufacturing firms fall victim to counterfeiting.

The researcher recommends the need for firms to keep data on expenditures incurred in carrying out the anti-counterfeiting activities and the need to assess the effectiveness of inspection of goods at the port of entries. Further, there is need for research on the demand and behaviour of consumers on consumption of counterfeit products.
The Role of the Central Bank of Kenya in Controlling Bank Failures
An Investigative Study

By Sokpor, Claude Kodzo Dotse

Supervisor Abraham Waithima

Abstract
The purpose of this study was to assess the role of the Central Bank of Kenya in preventing bank failures. The study population was commercial banks and the Central Bank of Kenya and it combined both quantitative and qualitative approaches. The study population comprised 47 banks and 45 employees of Central Bank supervision department. Research was carried out on a sample of 7 commercial banks and 20 employees of CBK. Five questionnaires were distributed to key managers of each selected bank and 20 other questionnaires were given to Central Bank supervision department employees. The response rate was 100% in both cases. In order to establish further clarification and confirmation from responses derived from CBK supervision questionnaires, a face-to-face interview was conducted with CBK regulatory head of department.

The study found out that commercial banks operate under the Banking Acts and that the board of directors of most commercial banks are effective in exercising their duties in the area of leadership, integrity, enterprise, judgment, and decision making in order to prevent the collapse of their banks. Further, both the Central Bank and commercial banks agreed that the main causes of bank failures are corporate governance malpractices, non-performing loans, political and government interferences, lack of transparency, corruption, fraud and macro-economic trends.

The Central Bank of Kenya has played a significant role in the prevention of bank failures but there is need to amend the Regulatory Act to improve regulation and supervision. The study recommends that the Central Bank needs to develop effective monitoring tools and commercial bank lending and especially to directors should be subject to rigorous lending policy as prescribed by Central Bank.
Abstract
This research examines the relationship between income-generating activities and social empowerment of women. The author outlines the constraints that women face throughout the developing world, narrowing down to Kenyan women entrepreneurs. The issues that the research considered include the opportunities and constraints that microfinance offers to women entrepreneurs and the use of loan money. These issues resonate on a global level and are of critical importance. Women’s work can no longer go unaccounted for, because it is integral and perhaps driving force behind many processes of development.

This study used a quantitative and qualitative approach. Questionnaires, interviews and secondary data were used and data was collected from the target population made up of women entrepreneurs in Kiambu, women leaders, community leaders and staff of KWFT Kiambu. The study concluded that the women entrepreneurs in Kiambu rely on farming as their main source of income. Further the research found out that there is a positive impact felt by the women due to the loans. This impact is mainly felt in these women’s homes.

The study recommends that KWFT designs financial products that are unique to the women entrepreneurs in Kiambu, given that majority of the women are farmers.
Process of Building a Strong Brand An Evaluation of a Local Bank Experience

By Bwonditi, Nyangiry

Supervisor John Theuri

Abstract
The aim of this research was to document the process undertaken to register a turnaround without external assistance in terms of financial or management expertise or assistance in the area of technology. The problems management encountered in the Bank were real and have been captured in this document.

As part of restructuring, corporate branding was initiated to tackle cultural rigidities and infuse new business practices into the bank. The branding project was fully embraced and its implementation revolved around the five steps outlined by Wheeler (2003). These were research, formulation of brand strategy, development of brand identity system, finalization of brand expressions and legal protection, and finally managing of brand assets. Wheeler (2003) warns that eliminating some steps or reorganizing the process may present an appealing way to cut costs and time, but doing so can pose substantial risks and impede long-term benefits. She reports that the process, when done right, can achieve remarkable results. After the brand identity systems had been developed by the Bank in question, a communication strategy was crafted, which involved the internal as well as the external launches. Subsequently the branch rollout which involved branch refurbishment and training of branch staff, commenced.

There were lessons learnt from the Bank’s experience of branding. These lessons could possibly apply to any company intending to engage in branding exercise. As Paula Sher (2000) noted ‘branding is like navigating through the political process, building trust – building relationships – it’s everything’. Without neutralizing opposition to the branding program through communication and without engaging all stakeholders, branding could not achieve the desired results.
The research recommends that an integrated and comprehensive study be undertaken to see whether the approaches used by global brands were any different or similar to the process the Bank used. The brand strategy calls for a complete shift in the way Kenyan Corporate think. That is branding from a short-term to a long term strategic perspective, from fragmented marketing activities to totally aligned branding activities, from a vision of branding as the sole responsibility of marketing managers to branding as the most essential functions of the of the firm led from the board room.
Abstract
A reliable internal control structure is a fundamental success factor in financial management and eventual achievement of organizational goals because it ensures effectiveness and efficiency of financial operations. The purpose of this study was to assess the reliability of internal control structures in safeguarding financial resources in third sector organizations, taking a comparative study of Pan Africa and Hope Restoration Group (HRG).

The researcher used descriptive research and targeted a population of 54 and 104 people for Pan Africa and HRG respectively. Data was collected using a questionnaire, interviews and observations from a sample size of 94% and 65% of the population of Pan Africa and HRG, respectively. Stratified sampling and purposive sampling techniques were used due to heterogeneity of the target population. Data was analyzed using SPSS software. Content analysis was also done and data is presented using tables and cross tabulations.

Results revealed that although Pan Africa had relatively stronger internal control structure compared to HRG, internal controls in both organizations were reliable to an extent of 77% and 72% for Pan Africa and HRG respectively. This was an indication that internal control structures in Pan Africa and HRG had limitations in safeguarding financial resources. Review of internal control structures in both entities is therefore necessary to enhance reliability.
A Survey of the Perception of Members of National Social Security Fund on the Conversion of the Fund from Provident to Pension Scheme

By Akoya, James

Supervisor Evans Amata

Abstract
This was a study on the Perception of NSSF members on the Conversion of National Social Security Fund (NSSF) from Provident Fund to a Pension Scheme. The advantages of the conversion were compared with the disadvantages so as to establish the way forward. The study was carried out in Nairobi. It covered the existing contributors and the retired members who went to the headquarters to check on their benefit claims and the existing contributors who came to check on their contributions. These were randomly selected using simple random sampling as they stood on their queues for services. The study also covered active, contributing members at their places of work in the Industrial area and city centre. These were also randomly selected.

The methods of data collection were mainly structured questionnaires. Key informants were also used to provide relevant information. Focus group discussions were conducted to obtain further information. The research sent out 1,000 questionnaires and 827 of them were returned representing 82.7% response. Descriptive data was gathered and analyzed using percentages and frequencies and presented with the use of tables. Chi-square test was applied to determine the strength of relationship between independent and dependent variables.

The results show that most of the respondents were high income earners and contributed up to Ksh. 200 per month to NSSF Provident Fund. It was further realized that about 51% were satisfied with the services provided by the Fund while 35.4% were not satisfied. Those that were not satisfied, cited various problems such as missing contributions in members’ statements, delayed responses to claims and queries, as well as poor image of the Fund.

The payment of lump sum benefits without any other payment was also cited as a problem. The respondents indicated that with the current
system, it was not possible to make prior planning for the same benefits since the actual amount was not known. In a nutshell, the respondents recommended conversion from the current provident fund to a pension scheme through which they are to receive a lump sum payment plus a regular monthly payment after retirement.
The Perception of Kenyan Doctors on the Various Differentiation Strategies Used by Multinationals to Build Brand Equity within the Pharmaceutical Industry

By Okoth, Anthony S.

Supervisor Kefah Njenga

Abstract
Pharmaceuticals Industry invests large resources in Research and Development (R & D) so as to develop potential products that eventually turn to blockbusters. Unlike most other industries that enjoy a twenty-year patent period, the pharmaceutical industry enjoys a much shorter period of between 12 to 15 years. Therefore, in order to maximize their returns, most multinationals invest in brand equity so as to retain brand loyalty even way past the expiry of the patent period.

Brand equity has received significant academic attention since the mid-1990s (Elena D.B, Jose L.M., 2005 pp. 187-196). This has been driven partly by changes in international accounting standards as they relate to the reporting of the financial value of intangible assets. A more prominent driver concerns the impact of marketing, and of marketing communication activities in particular, on brand performance.

This research being an exploratory study examines from the doctor’s perspective the various brand differentiation strategies employed by multinational companies to develop brand equity. The study paper then reports the findings seeking to explore the synergy between differentiation strategies and brand equity in the Kenyan pharmaceutical industry.
Exploration of Factors Influencing Fraudulent Activities in Banks in Kenya A Case of XYZ Bank.

By Kinyua, Juliana Wangui

Supervisor Jimnah Waweru

Abstract
The main aim of this research Project was to investigate the factors contributing to incidences of fraudulent activities in banks with special reference to XYZ bank. The increase in incidences of frauds in the banking sector has had an effect on the overall financial performance of banks. Fraudulent activities have been a major concern to the Bank’s top management, especially as these activities become more complex.

The objectives of the study were to investigate the cause of frauds, establish the adherence to internal controls and compliance to procedures, and determine the influence of morals and the personality and integrity of individuals and employees as a contributory factor to frauds and to explore the lack of training as a factor in frauds.

The study was conducted in 39 branches out of the 117 of the XYZ bank. This was a sample size of 117 managers out of a total population of 600 managers that comprises XYZ bank entire branch network. This entailed collecting data through questionnaires and conducting interviews with employees of the bank. The study utilized the descriptive research method, with a total of 93 questionnaires received out of the 117 sent out. The respondents were drawn from three cadres, which included one Retail Manager, one Operations Manager, and one Cash Manager, each completing the questionnaire. 31 out of a total of 39 branches participated in the study. The data collected was analysed qualitatively and quantitatively using descriptive statistics.

The findings of the study revealed that the majority of frauds in the XYZ bank were cheque frauds. Most of the frauds were caused by lack of compliance and weak internal controls. Lack of training was also a contributory factor in the fraudulent activities, while low morale and personal integrity of individuals influenced the fraud perpetrators. Based on the findings and conclusions, it was recommended that there should
be a review and improvement of controls, with greater importance on compliance and increased training to up employees skills and promotion of ethical code of conduct among employees.
The Significance of Reward Systems on Employees’ Commitment to Stay in an Organization A Case of Selected Insurance Companies in Nairobi.

By Kuria, Jeddah Mbaire

Supervisor David Minja

Abstract
In this era of competitive advantage, organizations cannot ignore the fact that employees have different, more individualized needs and desires. Consequently, organizations have to identify and offer reward systems that satisfy those needs in order to keep abreast of the competitive labour markets. The insurance industry in particular lays great emphasis on quality service delivery because this is the mainstay of their business. However, to achieve this objective, insurance companies need to unlock the full potential of their employees by ensuring their reward systems are attractive and effective enough to generate employee commitment. This study explored the significance of reward systems on employees’ commitment to stay in an organization.

The study used both qualitative and quantitative approaches and data was collected through questionnaires and personal interviews. The population included six insurance companies in Nairobi. The sample was drawn from each of the companies. The sample size was eighty-one employees selected from a total population of eight hundred and thirteen employees from the six insurance companies. Descriptive research design was used in the study and the Statistical Package for Social Science (SPSS) was used to analyze the data. The data was presented using graphs, charts and tables.

The study came up with several key findings and made recommendations that should help the insurance industry formulate, implement and manage effective reward systems that will motivate employees to stay with the companies for a long time.
The Significance of Information Communication Technology (ICT) in Property Management. A Study of Selected Firms in Nairobi

By Irungu, Nancy W.

Supervisor Cyrus Wekesa

Abstract
The purpose of the study was to determine the significance of Information Communication Technology (ICT) in Property Management on selected firms in Nairobi. The objectives were to identify the property management systems used by the firms; determine the extent to which these firms use these systems in their operations, establish how the usage of the systems has improved the firms and finally determine how these firms have benefited from using the systems.

The following were the key finding first, a high percentage of firms in Nairobi have some form of a computer based property management system. All the firms in the study that were incorporated before 1990 had a computer based system. The various systems identified are used mainly in the area of operational work. Secondly, there are many benefits that the firms with a computer-based system enjoy. However, there are some firms that have not invested in any sort of a computer-based system.

The study concludes that in order to remain competitive, property management firms should strive to attain competitive advantage by being efficient and effective in their operations. This can only be achieved through the use of an appropriate property management system. The study also recommends that property management firms need to change with the times. There is need to take advantage of the continued improvement in communication network in Kenya. Further, firms need to use the information available on the Internet, to empower staff and to be innovative.
Assessment of the Level of Involvement of Indigenous Managers in Strategic Planning A Case of Selected Multinational Corporations in Kenya

By Bwala, Bintu S.

Supervisor Alfred Muchai

Abstract
In the era of emerging global markets, it has been widely accepted that there is need to incorporate the perspectives of geographic and indigenous managers, who are the possessors of local knowledge that is unique to a given society. For a multinational that operates in different settings to remain competitive, it must be successful both internationally and in the local setting. While companies have been quick and keen to emphasize and use international knowledge such as international experience and managerial exposure, the importance of local knowledge is not emphasized.

The purpose of this study was to assess the extent to which multinational companies (MNC) with subsidiaries in Kenya utilize local knowledge by involving indigenous managers in their strategic planning process. In order to fulfill this purpose, questionnaires and interviews were used to collect quantitative and qualitative data from the target population. Information was obtained from thirty managers through questionnaires and twelve managers through interviews. The study dwelt on key aspects of strategic management requiring managerial knowledge including areas such as environmental scanning, multinationals and strategic planning, local managers’ possession of knowledge and their perceived participation in strategic planning.

The study found that though the sampled organizations use all processes of strategic management, the majority of the managers are only partially involved in the processes and 73 percent of them are not involved in strategy formulation. Overall the study concluded that local managers are partially involved in the strategic planning process of their MNC, and hence it can be assumed that the companies do not adequately tap into local knowledge to improve management of the subsidiaries.
The study recommends that indigenous managers should actively be involved in the strategic planning process because they better understand the local situation, and furthermore, this planning should be participative since the local managers also need to gain from international experience.
High Performance Business Strategies and Techniques Practiced by Successful Large Private Service Enterprises in Nairobi

By Ngonga, Francis Lasalo

Supervisor Kefa Njenga

Abstract
The service industry plays a crucial role in a nation’s economy. The importance of the transportation, communication and the health sub-sectors cannot be over emphasized. Provision of reliable and efficient services is a prerequisite for a nation to move to an industrialized economy.

This research examined the business strategies and techniques practiced by certain selected successful service organizations in Nairobi. In doing so a detailed questionnaire was prepared and forwarded to these organizations. The analysis of the questionnaires revealed that the most popular business strategies are the growth strategies, innovations and turnarounds. The most popular business techniques are teamwork, effective decisions and effective communication. Also noted to be necessary for an organization’s high performance and hence success were the presence of clear organizational goals, action on customer feedbacks and knowledge of the organization’s mission and vision.

With the knowledge of what high performing service organizations practice, the under performing service organizations can be encouraged to embark on these high performing practices with the hope that they too will become high performers and hence make the climate favourable to enable Kenya to become industrialized.
The Relevance of Internet Advertising as a Marketing Tool in Kenya A Survey of MBA Students from Selected Private Universities

By Muindi, Lesa J.

Supervisor Dorcus Mwanba

Abstract
The purpose of this study was to survey the relevance of internet advertising as a marketing tool in Kenya. Master of Business Administration (MBA) students from selected private universities were used in this study in order to meet the research objectives.

Specifically, a historical survey of the development and evolution of the internet advertising as a marketing tool and communications vehicle was explored, while major controversial issues associated with marketing on the internet, regardless of their origin, are discussed.

This was a purposive research aimed at collecting information only from MBA students who were aware of internet advertising. Therefore, the research used quantitative as well as qualitative research to meet the objectives of the study. The study found out that MBA students consulted internet advertising less frequently and that marketers in Kenya are using internet advertising as a marketing tool to compete in the market. Further the research found out that internet advertisements are relevant and are accessible to the market despite internet advertising being a relatively new advertising tool in Kenya. The effectiveness of the internet as an advertising tool is still low but it generates and maintains consumer loyalty. Finally the research found out that the product/service advertisement is the most consulted advertisement type.
Employee Perceptions of Training Impact on Performance A Case of Kenya Medical Research Institute (KEMRI)

By Kiprotich, Melly P.

Supervisor Stephen Nyambgera

Abstract
The study assessed employee perceptions of the impact of training on staff performance at the Kenya Medical Research Institute (KEMRI). The target population was 630 staff of the institute. A sample size of 20% of this target population was selected for the study. The study sought to find out whether training as perceived by staff could enable employees to do better in terms of work output to meet the institute’s mission, vision and mandates. The main focus of training according to the employer was to enable the institute to remain competitive and relevant in the ever changing work environment.

Structured questionnaires were administered to 129 respondents clustered in three groups comprising chief officers, scientific staff and support or administrative staff. One hundred and twenty two (122) respondents duly completed questionnaires were returned representing a response rate of 94.6%. Unstructured interviews were conducted with two top managers to shed light on policy and regulatory issues on training. All the responses were coded and keyed to the computer for analysis through the Statistical Package for Social Science (SPSS).

The results of the study indicated that employee training is a continuous phenomenon focused on equipping employees with skills, knowledge, attitudes and behavior necessary to perform their jobs well. This is intended to benefit both the organization and the employee. Training is a motivator to greater performance especially when trained staff are rewarded and properly deployed to areas where their skills are required. The results also indicated that training is expensive and organizations should always seek for adequate funds to train all employees. This is important if organizations have to be competitive and remain relevant in the rapidly changing work environment of the 21st century.
Activity based Costing Investigation of its Adoption in Kenyan Hospitality Industry

By Kuraru, Nginya Edwin

Supervisor Serah Akelola

Abstract
The purpose of this study was to investigate the adoption of activity-based costing (ABC) in the Kenyan hospitality industry. The objectives of the study were to determine the factors that influence the adoption of activity based costing in the Kenyan hospitality industry, to explore the costing methods that were used in Kenyan hotels, to find out the level of awareness among the financial controllers on activity based costing and finally to explore the effective use of activity-based costing in the Kenya hospitality industry.

The study was carried out on companies registered as hotels. Sampling was done using purposive sampling method. Data was collected through the use of questionnaires and interviews. The data collected was analyzed using SPSS computer software.

The study found out that there are various factors that influence the adoption or non-adoption of ABC in the Kenyan hospitality industry. The most pre-dominant ones include lack of top management support, non-accounting ownership, lack of consensus and the clarity of the objective of the cost management systems. Other challenges that hinder its use include high taxation, high cost of operation, and fluctuation of the local currency against major currencies. Other findings were that most hotels use service costing as a costing method with very few using ABC, although finance personnel in the industry had knowledge of ABC. Various areas in which ABC could be used effectively are highlighted in the study.
The Impact of SMASSE Programmes on Trainee’s Performance in Microteaching

By Wambua, Kalei Anne

Supervisor Stephen Nyambegera

Abstract
This study assessed the impact of SMASSE programmes on trainee’s performance in microteaching. Descriptive survey research design was used. The instruments used for data collection were questionnaire, videotapes and observations. Simple random sampling was used to arrive at the sample from tutors who teach mathematics and science and had gone through two cycles. The data was analyzed using the SPSS and Excel software. The researcher assessed the trainee’s microteaching lessons by observation, videotapes and assessment guide.

The study revealed that SMASSE programmes had enhanced classroom activities for quality teaching. The study established that there were many challenges faced by mathematics and science teachers, which were quite common to other developing countries. The study revealed that respondents had a negative attitude towards the SMASSE project.

The researcher made several recommendations which include the expansion of SMASSE training to include head teachers, school inspectors, DEO’s; that the programme should target curriculum review for diploma TTCs so as to ensure both adequate capacities and relevance of the content; that government should continue to invest in quality education because that is the only way to transform the country towards sustainable development and therefore continue to improve and maintain a well educated and disciplined teaching force. In addition, curriculum reviews should be carried out on a regular basis to ensure relevance and harmonization.
Perceived Service Quality amongst Employees in the Utility Industry A Case Study of Kenya Power and Lighting Co. Ltd

By Mutua, Jossylyn N.

Supervisor Dorcas Mwamba

Abstract
The purpose of this study was to establish the perception of employees in the utility industry towards the quality of service they deliver, a case study of Kenya Power and Lighting Company Ltd (KPLC).

For a long time, KPLC has operated in a relatively stable environment. As a monopoly in the energy sector, it has enjoyed both the government and the donor community support. In the recent past, however, a lot of changes have taken place in the environment. The donor community which has supported the energy sector has given very stringent conditions if they are to continue to fund the sector. This has served as a major wake up call for this very essential service provider. It is also important to understand that there is a positive correlation between satisfying internal customers and meeting external customer’s needs. Internal customers who are not happy with their jobs are not expected to treat external customers differently. This implies a link between a firm’s success in the market and the firm’s internal marketing practices.

The researcher sought to determine the perception of KPLC internal customers towards the quality of service they provide, to determine whether the different categories of KPLC employees differ in their perception towards service quality, and to study the various gaps on all the service quality attributes.

The study used both qualitative and quantitative research approaches and the method used for data collection was mainly the questionnaires. Secondary sources of materials from KPLC human resource department were also used to contrast practice from theory.

The study came up with several findings that KPLC has a problem with several of the service quality dimensions and in particular, security, access, responsiveness as well as reliability and this was prevalent in all the three categories of KPLC internal customers.
Within the three KPLC internal customer’s categories, it was noted that the service quality gaps for the senior and operational level internal customers were small as compared to the middle level internal customers. This means that the senior and operational level internal customers are more satisfied as compared to the middle level internal customers.

The study recommends that KPLC should come up with programmes that will look into the service quality determinants and hence train the internal customers on all those attributes in order to work as a team and meet organizational goals. The organization also needs to frequently carry out research in various fields related to the internal customer performance in order to effectively attain a motivated work force.
Performance Management System’s Impact on Productivity A Case of Jubilee Insurance

By Njagi, Emmah

Supervisor Stephen Nyambegera

Abstract
The overall purpose of this study was to assess the impact of performance productivity at Jubilee Insurance. The study aimed at covering the entire 206 population at Jubilee Insurance. However, only 90 responded to the survey since the majority were out of their work stations. Others were not willing to cooperate, while the rest had taken their annual leave.

Results of the study reveal that Jubilee has a performance management system, which is effective to a great extent but requires improvement in the appraisal system. Most employees felt that results of the appraisal system are not taken seriously and as a result issues like training, which are meant to be identified by the appraisal system, are left to individual employees to handle.

Further, the study indicated that revenue and sales increase, which are the parameters that Jubilee uses to measure productivity, are fully determined and influenced by proper performance management. Employees are self-motivated and have to set goals on achievable work targets. These targets are discussed with respective supervisors to arrive at appropriate targets. Finally, equitability in the reward system is not consistent and this needs to be addressed. Employees feel that there is no balance in their exchange relationship with the company.
Strategic Response to Competition in the Banking Industry A Case of Selected Local Banks in Nairobi

By Ng’ang’a, Wanjiku

Supervisor Alfred Muchai

Abstract
Banks are faced with an increasingly competitive environment, replete with threats from non-bank institutions operating under different kinds of regulation. Changing regulations regarding banking provides opportunities as well as challenges. Explosive growth in information technologies has changed the way many individuals interact with their banks. This study sought to find out how banks are responding to competition in the industry.

The study targeted local commercial banks in Nairobi. A total of 17 banks participated in the study. The Banks were selected by way of convenience sampling. The research design used was descriptive and integrated both qualitative and quantitative methods so as to harmonize both numerical data and non-numerical data.

In the 1990s most of the banking activities such as money transfers from one bank to another could take 5-7 days. This has shifted and the focus has moved to customer perceived quality, especially when dealing with service operations. The banking industry is racing to develop the analytical and technological tools that will help them identify, attract, and build relationships with precisely those customers they want. Banks that want to capture and keep the lead will use what is learned about individuals to determine the product configurations, promotion tactics, pricing, service levels and channel mix that make sense for each customer.

The strategies adopted include differentiation, low cost leadership, market segmentation, wide distribution network and high quality products and services. The study concluded that banks are involved in the strategic planning process and that is how they are able to address issues of competition.

The study recommends that the companies organize their strategic planning processes in such a way that they will accommodate the
knowledge of competitive strategies among managers. It is also recommended that banks should involve the whole organization in strategy formulation and implementation, then evaluate strategies and adjust where necessary.
An Assessment of Strategic Management Practices A Case Study of Care Kenya International (Headquarter)

By Gathuri, Joyce Gathoni

Supervisor Alfred Muchai

Abstract
Non Governmental Organizations (NGOs) are classified as third sector institutions in the sense that they are active partners in social and economic developments besides governments (public sector) and the private institutions (private sector). NGOs play a key role in all aspects of development such as health, education, water, emergency responses, and rural development. It is recognized that effective management of NGOs is crucial if any meaningful social and economic development is to take place. Strategic management is identified as the key to effective management of NGOs.

It is within the concepts of strategic management that development tasks are identified and implementation framework developed to guide day-to-day management of organizations in meeting its goals. What is not clear is the extent to which strategic management is practiced by NGOs. The purpose of this study therefore was to investigate whether NGOs practice strategic management and if they do, to what extent, the nature of strategic management and the challenges they faced. The researcher’s focus was Care Kenya International headquarter which engages in development activities within the region.

The study targeted senior managers and the employees of the organization. During sampling, the research used a stratified random sampling to which the total population was divided into sub-groups of international directors, management team and employees with ten respondents from each sub-group drawn in a simple random way. The researcher used both convenience and purposive sampling techniques because the organization was conveniently accessible to the researcher and the researcher perceived that the organization and the sample size selected would provide relevant information to study. Data collected included secondary data such as journals, donor reports, magazines, newspapers, project plans, program plans, proposals, evaluation reports,
management reports, while primary data involved use of questionnaires and interviews.

The findings indicate that strategic management is practiced through situational analysis, formulation, implementation and control. However, there were major constraints realized while undertaking the strategic management process which included lack of proper involvement of employees and other stakeholders in the process. In order to enhance improvement in the organization the study recommends that adequate involvement of employees and stakeholders in the strategic management process, organizational goals and objectives should be well understood by employees; the organization should invest heavily on training its staff for new challenges and that there is need for a mechanism for monitoring both employee and project performance.
Master of Arts in Communication (2006)

Communicating with the Deaf Perceptions of television HIV/AIDS Messages among the Literate Deaf in Kenya.

By Mwongera, Nkirote

Supervisor Mutua, James

Abstract
This study sought to find out how the literate deaf television audience in Kenya, perceive HIV/AIDS messages, what obstacles hinder the deaf from understanding these messages and what possible measures can be undertaken to reduce the obstacles. Television programs that inform people about HIV/AIDS in Kenya are mostly designed in ways that do not address the deaf population as they are not translated into sign languages.

The research adopted a qualitative approach and data was collected using focus group discussions of deaf respondents. In-depth interviews were carried out with officials from NASCOP and NACC, two organizations in Kenya that are involved in creating awareness about HIV/AIDS through both electronic and print media.

Among the key findings of the study was that there is an avid deaf television audience, which does not accurately perceive HIV/AIDS television message due to a language barrier. The study also established that a wide knowledge gap exists between the deaf audience and the television (media). It was also evident that negative attitudes held by the society towards the deaf aggravate the knowledge gap. One of the key recommendations proposed in this study is that the deaf should be recognized as significant part of the population by relevant government entities, and other stakeholders who partner in designing television messages that create awareness about HIV/AIDS.
A survey of Conflict Management Strategies Used by Managers in Selected Private Sector Service Organizations in Nairobi

By Makanga, Margaret N.

Supervisor Peterson Wango’mbé

Abstract
The purpose of this study was to survey the conflict management strategies used by managers in private sector service organizations in Nairobi with the aim of making relevant recommendations that would further enhance conflict management in the work place.

The survey method of data collection and self-administered questionnaire designed to aid in the identification and description of conflict management strategies, types, causes, and effects were used. A total of fifty questionnaires were sent out to managers in private organizations and forty six responses were received. The data was coded, tabulated and analyzed using Statistical Package for Social Science for windows (SPSS version 11.0).

The findings show that the conflict management strategy commonly used by the managers was integrating among others such as dominating, obligation, avoidance, and compromise. Most managers indicated that their organizations never held teambuilding seminars and workshops. The major types of conflict experienced included interpersonal power based, work related, resource based, and inter-organization. Finally poor communication was found to be the major cause of conflict and was experienced in all levels of management. The study recommends that the best way to handle conflict should include identifying types, causes, and the best strategies to be used for particular conflict situations. There is need for the managers to undergo conflict management training through workshops and seminars.
Abstract
The purpose of the study was threefold to discover the disparities of audience personal philosophies on the concept of television new news; to examine their areas of focus and interest in its coverage and to specifically find out the impact of these news broadcast on three selected urban social classes in Nairobi.

The study overall purpose was to explore the power of the themes and images of television new news vis-à-vis traditional news, and to obtain deeper insights into audience reactions to its dynamics, treatment and production. The study further sought to make a comparative analysis of the influence and impact (if any) of the modern news genre on the socio-cultural and political ideologies, cognition and worldview of three different urban classes in Nairobi.

The study, which incorporated methodological triangulation, was essentially a set of traditional qualitative and quantitative case studies. Its flexible design applied a participant observation protocol and a survey, in which both formal questionnaires and semi-informal interviews were administered to respondents. The study covered 94 households in the three mentioned locations.

The study showed the powerful impact of television new news on local audience and the variations on the perceptions, cognition and worldview of the three social groups. Although the findings indicated changing audience informational needs, behavioural patterns and an increasing interest in the new news telecast genre, there were notable levels of concern on its management.
An Assessment of Communication Media Used in Counselling by Selected Churches in Nairobi

By Angela B. Shivere

Supervisor Rahab Nyaga

Abstract

Many organizations engage in programmes without paying much attention to the audience they intend to reach. An evaluation of programme is crucial to determine whether an organization is working within its vision and mission. To establish whether the needs of the target audience are met through the services or programmes offered feedback from target audience is necessary.

The purpose of this study was to assess the communication media that the Churches are using to meet the counselling needs of young adults. This study aimed at determining whether the counselling needs of young adults in the Church are met. A survey was conducted among 440 young adults in four churches in Nairobi.

The findings indicate that just over half of the young adults in the Church feel that the Church understands their counselling needs and provides avenues for these needs to be met. This was especially true in churches that facilitated meetings other than the Sunday service where young adults were able to meet. The study established that the counselling needs of young adults are centred on career, personal finance and relationships, for which they hope to get help from the Church.

From the study, it was apparent that personality, religious beliefs and individual perceptions were key factors that influenced individual choice of media. It further emerged that peer counseling is the preferred way of obtaining counselling among young adults. Thus, one of the conclusions from this study is that the Church needs to equip its members with counselling skills that would allow for effective peer counselling.
HIV and AIDS Knowledge, Attitudes and Communication Skills
A Survey of Students in Selected Theological Schools in Nairobi

By Mbugua, Allan Karanja

Supervisor Faith Nguru

Abstract
HIV and AIDS is a global problem. In Kenya it has killed thousands and orphaned many children. This study assessed HIV and AIDS knowledge, attitudes and communication skills of students of theology. Respondents were drawn from selected major theological schools in Nairobi and environs NEGST, NIST, EAST, SPUTC, Karen Bible School, Scott Theological College and Carlile College.

In total, 92 respondents participated in the survey. The data was collected using self-administered questionnaire, focus group discussions, interviews and a brief curricula review of surveyed institutions. The study established that students of theology had high HIV and AIDS knowledge and favourable attitudes towards PLWHA and their families. It also emerged that students received the bulk of HIV and AIDS information from sources outside the curriculum. With regard to policy on HIV and AIDS, among the surveyed schools, only St. Paul’s United Theological College, Limuru was in the final stages of writing a policy to integrate HIV and AIDS courses in the curriculum.

The study also found out that the students had significant levels of communication skills and had good ideas of how they intended to communicate HIV and AIDS information. However, they cited sex taboo aspect of culture as the greatest hindrance in sharing related information. Stigma also emerged both as a major problem facing PLWHA and their families and a hindrance to the fight against HIV and AIDS. Finally, the study recommended that any effort in communicating HIV and AIDS information should give due regard to cultural contexts of both the source of information and respondents so as to package the messages in relevant ways.
A communication Strategy for Foundational Building Blocks in a Biblical Marriage A Case Study of Young adults’ Ministry in Africa Inland Churches in Nairobi and its Environs

By Ndebe, Joseph Kiiru

Supervisor Jane Awiti

Abstract
Poor marital foundation and lack of communication strategies cause family problems such as violence and other vices, which are prevalent in the society. Programmes that would strengthen young adults should be developed to deal with such vices. Many couples do not go through any kind of counseling before and after their marriage.

The local church should develop a communication strategy so that the young adults will not make the mistakes of past generations. For young adults to be well prepared for married life, this study presents eight foundational biblical building blocks for marriage that should be considered by those who preparing to get married. It is the foundation of what God intended for the family.

This study used a model communication theory as developed by Wahlstrom (1992) and interlinked the theory with the communication issues to show how the local church could successfully communicate the biblical principles to salvage the marriage institution. In the study the young adults have shared their fears and desires on marriage and suggested what the church could do to help them prepare adequately. The newly married couples spoke on the role the church played in their lives before and during their time of marriage. They have pointed out what was accomplished in helping them in marriage matters, and the weak areas where the church could improve. The ministers of the gospel have also given their views.

The researcher tabulated the given responses, and analyzed them, giving percentages in each category. The researcher discussed the findings and gave recommendations needed to come up with a guided curriculum. The pastors should use the curriculum to guide the young adults on the same areas in their preparation for marriage. It is quite evident from the research that the pastors had no common curriculum to use in counseling the young adults.
The Impact of Mass Media (TV) on Church Life A Case Study of Jesus is Alive Ministries, Nairobi

By Makori, Jeremiah Oburu

Supervisor Jane Awiti

Abstract
A trend observable, especially in the urban churches of Kenya, is their use of varied media (media mix) with a wide reach to cover the ever-swelling populace. This research looked at modern media forms such as TV and the religious implications of using them. The researcher’s purpose was to investigate the impact of such media on church life. On the basis of these findings the research considered how best to utilize media for the urban church.

The case study integrated both quantitative and qualitative approaches. The research used self-administered questionnaires to 200 purposively selected JIAM members. Data was also collected using participant observations, focus group discussions comprising ushers and evangelism teams and in-depth interviews with the pastoral and media personnel. The quantitative data obtained from the questionnaire were coded, edited and keyed into the Statistical Packaging Social Science (SPSS) analysis software to perform data analysis of the results from the questionnaires and yielded frequency distribution and percentages for each answer.

The key findings of the study showed that the significance use of mass media lies in media’s publicity and supportive roles. The capacity of media to influence is somewhat coupled with its inherent ability to reach large numbers of people (86.8%). However, the human agency (the church) and media expertise (professionals) are needed to enhance media’s effectiveness as defined by their assessed impact on the life of the church. For example, the church should ensure that rigorous follow-up mechanisms are in place to help retain the numbers and improve spiritual quality of those people reached via the media.
Comparison of the Coverage of STIs and HIV and AIDS by the Daily Nation and Sunday Nation Newspapers in Kenya from July 2002 to June 2004

By Levi, Juliet Mrembo

Supervisor Jeremire Araka

Abstract

The purpose of the study was to establish the amount and type of coverage of STIs vis-à-vis HIV and AIDS as distinct and dual issues in STI awareness as published by the Nation newspaper from July 2002 to June 2004. The research method used was content analysis. This was the most appropriate method since the researcher was interested in newspaper content. The study examined newspaper content in the Daily Nation and Sunday Nation. A total of 731 daily and Sunday editions were analysed. The unit of analysis was the article. Data was drawn using nine categories. A total of 648 cases were observed of which 624 covered HIV and AIDS and 24 covered STIs.

The study revealed that HIV and AIDS is a major press interest manifested more in terms of frequency of occurrence. Conversely, limited coverage of STIs exposed an information gap. A key finding was that STIs were mostly framed as part of HIV and AIDS articles. Both topics were not as prominently covered in terms of presentation as most were short, with no visuals and placed in the inside pages. Likewise, both topics were mostly framed as social issues with STIs also largely as medical concerns. It was established that a majority of articles were locally generated. It was also observed that the media was mostly interested in issues concerning the general public and that the majority of coverage was in form of straight news.

The study recommends that the media augment STI coverage in general by carrying more specialized articles and features. The study also recommends more integration of information on STIs with HIV and AIDS articles to raise their dissemination value as well as enhance overall communication on the prevention and management of STIs and HIV and AIDS.
Abstract

Rape is a worldwide problem with existing literature documenting its incidents in the Ancient Greece, the middle ages, and modern civilizations. Today, many African women (including Kenyan women) suffer rape like other women around the world and over the ages.

The purpose of the current study was to explore factors that drive men to rape women in Kenya. It used a blend of the Johari Window Model and George Engel’s Biopsychosocial Model, which attributes abnormal behavior to biological, psychological, and socio-cultural factors. The study was carried out at Kamiti Maximum Prison and employed both exploratory and qualitative research designs. It used convenient sampling method to recruit 39 respondents. In terms of data collection, semi structured interviews, semi-structured observation schedules and structured questionnaires were used.

The study found that sex offenders were influenced by an array of biological, psychological, and socio-cultural factors. Biologically, sex offenders were found to be genetically predisposed to defile, to abuse multiple drugs and other substances, and were stressed. Psychologically, sex offenders had mild cognitive disorders, mood disorders (both unipolar and bipolar types), sexual disorders (pedophilia and sexual sadism), and impulse control disorder. In terms of personality, sex offenders presented Antisocial Personality (AP), Borderline Personality (BP), and Obsessive Compulsive Personality Disorder (OCPD). While socio-culturally, defilers tended to come from families that characterized abnormal family structures and functions, poverty, and lack of strong faith and commitment to a divine being were some of the characteristics. Sex offenders were also found to have a low level of education, and they strongly held to cultural values that uphold male dominance over women.
Stress Counseling An Assessment Study of the Need for Counseling for Mortuary Workers in Nairobi

By Gitau, Susan Wambui

Supervisor Kimani Chege

Abstract
The study was carried out to assess the stress levels, effects of stress and the need for stress counseling among mortuary workers in Nairobi. The researcher’s rationale for the study was that mortuary workers are a significant working population in any society whose members must die yet deserve decent burial rites. Apart from normal work stress experienced in work environments, mortuary workers get traumatized on the job. The consequent results are negative health effects, relationship conflicts and psychological disorders.

To cope with these effects, the mortuary workers may engage in negative response behaviour like substance abuse, abusive relationships and work related conflicts and malpractice. To address these concerns the study was organized in a manner that it assessed stress levels, traumatic experiences, effects of stress (response to stress or coping mechanisms) and types of stressors and the need for counseling for mortuary workers. Suggestions were also drawn for the respondents on effective stress management strategies at their work places.

To collect the relevant data for this study, the researcher administered 40 survey (self-report) questionnaires; out of which 37 (92.5%) were returned. Some 21 people were interviewed, making a total of 58 respondents. The researcher applied non-participant observation throughout the study. The findings were analyzed using SPSS version 11.5 with themes and categories drawn form the research objectives and questions.

From the findings, it is clear that mortuary workers experience high stress levels and traumatic experience with consequent burnout marked by negative health effects. The three instruments revealed that there are specific stressors in the mortuaries.
The study recommends the following provision of relevant work equipment and facilities, work orientation programs, skilled training, counseling, improved Human Resource (HR) policies, effort of the government, Ministry of Health, psychologists, and the mass media in giving the mortuary workers the support they require in delivering this noble service to the society.
Psychological Factors Contributing to the Increase of Street Children A Case Study of Kisumu City

By Okumu, Sheba A.

Supervisor Mike Kuria

Abstract
The study explored the psychological factors that contribute to the increase of street children in Kisumu City. The study sought the views of not only street children but also other parties that are concerned and experienced with the life of street children. Information was collected from 20 children living in the streets, 20 children living in the rehabilitation centers, four government officials, administrators of street children rehabilitation program, and six managers of street children rehabilitation centers. Respondents were selected through purposive sampling, with street children recruited in to the sample mainly through stratified random sampling. Data was collected through semi-structured questions for children, managers of rehabilitation centers and administrators of street children rehabilitation program.

The study found out that street children went to the streets out of desperation. They experienced many psychological problems at home that lowered their self-esteem. Children with lowered self-esteem are vulnerable to psychological disorders that make them take the decision to live on the streets. Such experiences include their fathers constantly beating their mothers, constant insults and quarrels, rejection and hostility and disorderly drunken fathers/mothers among others. Any stressful situation like death of significant other or lack of food to such children is likely to drive them in to streets.

The study also found out that rehabilitation centers are manned by non-professional counselors and therefore cannot handle children with counseling needs. Such children run back to the streets. The study further found out that children born in the streets are left in the streets and with time give birth to other children giving rise to street families. Street children yearn to be accepted and assisted to enable them reconstruct their lives. Many of them are willing to be rehabilitated to live a successful life.
The study makes a number of recommendations that would help reduce the increase of street children. First, the government, non-governmental organizations, parents, and society should join hands and advocate acceptance and non-discrimination of street children; second, there is a need to provide counseling services, psycho-educate the parents to be good role models, and provide alternative accommodation for children born in the streets after they have been rehabilitated.
The Challenges of Life after Imprisonment A Study of Ex-prisoners in Nairobi

By Macharia, Helen Waithira

Supervisor Dominic Ayaa

Abstract
This study explored the challenges which ex-prisoners encounter on leaving prison and the strategies that they adopt in order to cope. The study sought the views of not only ex-prisoners, but also other parties concerned with life after imprisonment.

Information was collected from 60 ex-prisoners, selected prison officers, community members and administrators of five voluntary organizations that assist ex-prisoners to reintegrate into society. Respondents were selected through purposive sampling, with ex-prisoners recruited into the sample mainly through the snowball method. Data was collected through a semi-structured questionnaire for the ex-prisoners, a question guide for focus groups and interview guides for the prison officers, community members and administrators of the organizations assisting ex-prisoners.

The study found out that ex-prisoners generally live in poverty and lack employment opportunities. A number of them were experiencing physical and psychological illnesses; some had to move from their residences for reasons connected mainly with imprisonment. Above all, most of the exp-prisoners face rejection from families, society and government, and are thus excluded from life’s opportunities. The ex-prisoners cope with poverty through casual low-paying jobs or seeking assistance from family and friends or from the few institutions willing to assist them. Some ex-prisoners cope by isolating themselves and withdrawing from society, while others try to ignore the realities of rejection; some take refuge in salvation and the church. Sadly, a number of ex-inmates re-offend and return to prison.

The ex-prisoners yearn to be accepted and to be given assistance to enable them to reconstruct their lives. Many of them are optimistic that with initial help, they can lead successful lives. The study makes a number of recommendations that would help mitigate the challenges ex-prisoners
encounter upon release. The government, non-government organizations, the church, society and individuals should all join hands and advocate acceptance and non-discrimination of ex-prisoners. These organizations should provide half-way houses where they are accommodated temporarily before joining their families. Further they should provide seed capital, training and counseling to help them re-integrate successfully.
Needs Assessment for Training Professional Counselors in Tanzania

By Rwiza, Robert Muttasingwa

Supervisor Lincoln Khaskhala

Abstract
The purpose of this research was to assess the needs for and training of professional counselors in Tanzania. It was conducted in organizations and institutions that provide counseling services and/or train counselors.

The objectives of the study were i) to determine the psychological needs that call for counseling interventions; ii) to identify the professional capacity of counseling service providers and trainers; iii) to explore how effective training can be implemented in order that counseling can be done professionally, and iv) to assert the competence level of trainers of counseling professionals in training institutions.

The research used both qualitative and quantitative approaches. The nature of the study required non-probability sampling, which combined purposive, and convenience samples of selected organizations and institutions. Questionnaires, interviews and documents were used to collect data. The analysis was done using statistical package for social sciences (SPSS).

Raw data were transcribed and analyzed. It was clear that although many organizations and institutions use counseling as the means to help their target audiences, there are no local trained professional counselors in Tanzania. Training counselors in knowledge and skills is therefore a great need and training institutions are beginning to respond to this need. There are no licensing procedures or associations dealing with counseling, except for one university that has started to train counselors using lecturers who have minimal credentials. Lack of professional counseling in Tanzania is a major drawback for the country in the provision of medical care. Bio-psychosocial approach to health cannot be reached without the contributions of professional counseling. The findings indicated that the crisis of HIV and AIDS, poverty and ignorance give rise to each other.
Mentoring Effect on Self-esteem, Locus of Control and Self-efficacy of Economically Poor Women A Case Study of Amani Ya Juu, Nairobi

By Maina, W. Mary

Supervisor Nancy Crawford

Abstract
The purpose of this thesis was to investigate the effects of mentoring on self-efficacy, self-esteem and locus of control needs of economically poor women. The study focused on Amani ya Juu. The objectives of the study were to find out the effects of mentoring on self-efficacy, self-esteem and locus of control needs of economically poor women; explore the mentoring approach in bringing change to the economically poor women, and to find out whether there is a significant length of time for mentoring before change is evident.

This mentoring at Amani ya juu is based on a community counselling approach that is guided by the pastoral counselling principles and the view of the human being that sees each person as having intrinsic value. It is also played out on Africa values and culture. The results of the study indicated that mentoring has a positive effect on self-efficacy self-esteem, and locus of control needs of economically poor women. The findings also indicated that mentoring is a viable counselling approach that brings change to economically poor women’s well being and life. Finally the results indicate that the process of mentoring took time and the women started to show positive changes in their lives generally by the third year of the program.

The findings also indicated that mentoring has appositive effect on the mental health of the women studied. This finding points to the fact that mentoring not only seeks to help women physically but holistically. The third significant contribution of this study was that the study showed psychological counselling must be culturally appropriate. The scales that were used in this study were western oriented and needed to be translated into Swahili in order for the respondent to interact with them well. There is, therefore, need for psychological scales that are suitable for the African culture.
Perceived Effects of Adolescents Peer Relations on Behavior Case Study of Osero Onyokie C.D.C (PCEA) Ewuaso Kedong, Kajiado

By Denneque, Seble Wongel Astrate.

Supervisor Bertha Kaimenyi

Abstract
The purpose of this study was to explore the patterns of peer relations among adolescents at Osero Onyokie Child Development Centre located at the PCEA church at Ewaso Kedong, Kajiado district. The research used a case study approach which is mainly qualitative. The methods used in data collection were naturalistic observation, formal and informal interviews and focus group discussions. Five focus group discussions, ten in-depth interviews with adolescents and adults, and five days of observations were used to collect the data.

The following were the key findings of the study A) peer groups among adolescents are formed based on interest in life activities, opportunities for interaction (like the project activity) and relationships between parents. B) Adolescents of Osero Onyokie Child Development Center prefer the peers in their hometown area even though new friends especially from schools in different areas appear when most join high schools. C) Peer relationship has influence on adolescent’s academic performance, decision-making, spiritual commitment, and dressing styles, choosing a career, communication skills, play and moral behavior. D) Peer relationship can have both positive and negative effects on the behavior of the adolescent and if adolescents are taught earlier about the consequences of negative peer relationship, it can help them resist negative peer influence. E) Friends are necessary for adolescents, in order to develop good communication skills, experiment their potential and leadership skills, share personal issues and look for solutions to problems.

The study recommends the following A) Parents, guardians and adolescent ministries need to have positive relationships with adolescents. B) Responsible adults need to know the physical, cognitive, emotional, social and spiritual developments of adolescents and plan appropriate programs accordingly. C) To encourage adolescents to speak out so that they can develop a sense of self and ability to resist negative peer pressure.
Master of Arts in Christian Ministries (2006)

Youth Involvement in the Presbyterian Church of East Africa and the Anglican Church of Kenya

By Kimani, Jane Karuki

Supervisor Daniel M’Mutungi

Abstract
The study investigated youth involvement in the PCEA and the ACK churches. Information was gathered from two churches under study. Data was collected from 46 youth members from the two churches under study. Three church leaders assigned to the youth in each church were also interviewed. The research targeted all the youth members in each church but only about half of those present responded to the invitation to fill the survey questionnaires.

Data was collected through survey questionnaires, focus group discussions and one-to-one interviews with the church leaders. Active observation was also used to see the reactions of the youth who did not directly participate. The study found that some youth members were not committed Christians and that made them take church activities lightly. There were also those who were in church because other members of the family attended church. It became clear that several youth stayed in their respective churches because they had always been members there and did not feel comfortable to move elsewhere.

The findings showed that one of the hindrances to youth involvement was the rigidity of church systems that did not accommodate changes. The youth pointed out that salvation was not emphasized enough both through teaching and preaching. Consequently, some youth members felt that their spiritual needs were not being met and moved to other churches that addressed them.
The Effect of Dowry on Solemnization of Marriages in the Church
A Study of Selected Congregations in the Anglican Church of Kenya, Diocese of Mt. Kenya South

By Muiru, Perminus

Supervisor Daniel M’Mutungi

Abstract
This study looked into the effect of dowry on solemnization of marriages in the Church, with a specific focus on the Anglican Diocese of Mt. Kenya South, in Kenya. It has examined the extent and the effects of the requirement of dowry payment for solemnization of marriage. The study has also assessed the expectations of church members from their leaders in relation to moderating the practice.

The researcher observed that many young people fail to start the marriages by solemnization in the church. Further the researcher observed that the church is patronized by many who are living together as socially married couples, but who seem reluctant to solemnize their marriages. Dowry payment as a requirement for solemnization of marriage has been perceived as the hindrance.

Three methods (questionnaires, interviews and document analysis) were used to get the data for this study. Questionnaires were distributed to one hundred and forty-four respondents, and interviews were carried out with six people. In addition, marriage registers from the sampled congregations were reviewed to assess the frequency of solemnization of marriages in the church.

The findings confirmed that many couples feel hindered from solemnizing their marriage in the church. Marriage registers reflected a low frequency of solemnizing of marriages (a mean of eight church weddings per year per congregation); with 57.7% out of 144 respondents indicating that they did not begin their marriage by solemnization in the church. The study has also found that church leaders expect church members to involve them in dowry negotiation ceremonies to moderate, guide the process and give guidance on how to reach appropriate agreements. From the findings of this study, there may be reasons other
than payment of dowry that prevent solemnization of marriages in the church.

Following the findings of this study, it is recommended that the clergy in the diocese of Mt. Kenya South should consider wedding all willing married couples whether there is any dowry paid or not. Church members in parishes of the Diocese should be sensitized to embrace moderation of dowry for their daughters based on the ability of the groom and to avoid making dowry payment a mandatory requirement before a church wedding. Moreover, non-wedded faithful Christians should be allowed to hold church leadership positions without being required to first wed in the church. The Diocesan Synod should consider providing a dowry moderation policy to cater for all Christians regardless of economic status. Such policy should notably include the traditional substantial dowry payment of mwati and harika or the prevailing monetary equivalent.
Empowering HIV and AIDS Orphans for Human Development
An Evaluative Case Study of St. Anna’s Centre, Gathukeini, Murang’a

By Mukuna, Patrick K.

Supervisor Diane Stinton

Abstract
While the Bible offers a firm theological foundation for engaging in a ministry to orphaned children, it does not comprehensively tell us how this ministry needs to be carried out. A desire to address this problem motivated the researcher to engage in this investigation. The purpose of this study was to assess the effectiveness of the approach adopted by St. Anna’s Centre in empowering HIV and AIDS orphans in Gathukeini community for human development. The Centre’s role in the personal transformation of the orphaned children, as well as its role in the social transformation of Gathukeini community were assessed.

The transformational model formed the framework within which the Centre’s strategy was evaluated. Adopting a qualitative case study design, the data required to assess its approach were collected through participant observation, group and individual interviews. The findings of the research indicated that the Centre has adopted an integrative approach in meeting the diverse needs of the orphaned children. The physical needs met by the Centre include food, clothing and health care. It meets their emotional needs through loving care and acceptance in the face of stigma and discrimination. To meet the educational needs of HIV and AIDS orphans, the Centre has established St. Anna’s Primary School, with committed teachers who guide the orphans’ in their education. This intervention programme also meets their spiritual needs. These children are exhorted to have a personal relationship with God for them to have meaning and purpose in life. While they have been devastated by hopelessness, having lost their parents, the Centre is instilling Biblical hope in them. This is done through reading scriptures, prayers and singing songs with Christian messages.

However, the research findings also indicated that the Centre was facing numerous challenges. These include the ever rising number of the orphaned children, which is a great challenge to the Centre. Provision
of adequate nutrition as well as healthcare services is very expensive. The poverty that marks the elderly guardians of the orphaned children is also challenging to the Centre. Based on the findings, the researcher recommends certain modifications for operating the Centre, such as re-organizing the four current departments and adding a few new ones. The Centre also needs to collaborate with the local churches, other organizations which have an interest in HIV and AIDS related issues and community development.
The Role of the Church in Implementing Holistic Child Development Programs A Critical Assessment of Selected Churches in Arusha Town, Tanzania

By Samuel, Ezekiel Moses

Supervisor Emmanuel Mbennah

Abstract
The purpose this study was to critically assess the extent to which churches in Arusha town have implemented holistic child development programs. The objectives of the study were to identify various holistic child development programs implemented in the selected churches; to develop standards for assessing holistic child development programs; to assess and deduce the extent to which the selected churches have implemented holistic child development programs and finally to recommend appropriate ways of implementing holistic child development programs.

An interview guide containing semi-structured questions was administered to 39 respondents in 13 purposively selected churches in Arusha town. The data were then coded and analyzed with SPSS version 10.0 for Windows program.

The study found that the majority of the churches implement the activities for spiritual development. Further, there is a high degree of knowledge on the importance of cognitive development of children among the churches. Churches are engaged in the monitoring of school performance through school and home visits as well as inspection of children exercise books. There is also consistent and appropriate provision of tutorial lessons for all age categories.

The study also found out that there is no clear demarcation of activities in holistic components for child development among the churches. Some activities apparently meant for socio-emotional development were classified also as cognitive development activities. Similarly, choruses and songs were classified as spiritual activities while musical concerts were classified under socio-emotional development. There is limited information on progression through the holistic components. Most activities done at one age category were not implemented at an advanced
level in the next category. The churches introduced some new activities in the next advanced age category with no prior basis and with limited levels of implementation.
Master of Arts in Child Development (2006)

The Capacity Needs of Children and Youth Teachers in Compassion-Assisted child Development Centers in Arusha

By Mgalu, John, Douglas

Supervisor Emmanuel Mbennah

Abstract
The purpose of this study was to identify the capacity needs of the Children and Youth Teachers (CYTs) in teaching children in Compassion-assisted child development centers in Arusha region. A total of 119 questionnaires were sent to the selected CYTs, with 108 questionnaires filled and returned. Data from the CYTs was collected using a questionnaire. Data from children was collected using focus group discussion guide while data from the pastors was collected using an interview guide. Data from the questionnaire was coded and entered into the computer and analyzed using the SPSS software while the results from the focus group discussions and personal interviews were synthesized according to themes.

Seventy percent (70%) of the CYTs believe the indicator of a child’s good Christian life involve holy living with 45% of the CYTs indicating good conduct. Moreover, 30% mentioned the commitment to the church, and a sense of healthy self-image whereas 20% mentioned the indicator of service to others as an indicator of a good Christian life. A large majority (89.7%) of the CYTs preferred using book reading as the teaching method while 80% preferred using verbal explanation and finally 70% preferred using drama, pictures and story telling.

At a community level, 70% of the CYTs participate in the health screening exercises, centre cleaning, preparing lesson plans, composing children’s songs as well as accompanying them for education trips and liaising with parents on children’s education. Nearly half (48.1%) of the CYTs indicated that children lack concentration during class session and nearly as many (45.5%) observed children wandering during class session. About twenty percent (18.5%) noted that children dislike the class session and 15.7% observed children sleeping during class session. Three quarters of the CYTs were of the opinion that some factors affected
the learning of children. These include viewing of violent videos, viewing of pornographic materials and participation of children in night dances.

CYTs need additional training to understand the holistic development characteristics of children and to be able to teach children in a comprehensive way. CYTs need to be equipped with effective teaching methodology. There is need for them to be empowered with better organizational and time management skills to effectively handle both the teaching and extra-curricular activities. Further they need to be empowered with counseling and communication skills.
Caregivers’ Perception of Children’s Play Case of Compassion Assisted Projects in Kigali - Rwanda

By Murigande, Rosette K.

Supervisor Peter Odera

Abstract
The purpose of the study was to identify and avail data on caregivers’ perceptions on children’s play in Kigali City. Specifically, the research was carried out to analyze factors that influence the perception of caregivers and to find out challenges that children face in the area of play. The study was based on the assumption that play has an essential role for optimal children’s development. Thus there is need for caregivers to understand the necessity of play and to promote favorable conditions that offer support to children for more creativity.

The research design used in this study was survey method. Random sampling technique was used to sample out 89 participants from four different locations. Participants in the study included 40 caregivers, 40 children and 9 social workers in Compassion assisted projects. Data were collected through interview schedules, observations and informal interviews.

The findings show that the most important variables that influence the perceptions of caregivers are the age of children and the education background of caregivers. Majority of caregivers were more favorable to children’s play, especially at younger age and they felt that as children grow older, they were supposed to be more serious with domestic chores and school work rather than spending time in play. It was also found that the more the caregiver was educated, the higher the likelihood to have a positive attitude toward children’s play.

Other variables such as gender of children, age and gender of caregivers were found to be less significant. Concerning gender of children, though most caregivers were of the view that play is for every child, there were some caregivers who felt that as children get older, girls were to be more serious to take up some household responsibilities. Cultural and social constraints hindered adults from playing with children.
An Assessment of the Contribution of Rwanda Red Cross to Street Children

By Rurangwa, Sylvain

Supervisor Sylvester Okenyi

Abstract
The purpose of this study was to identify the program of activities of the Rwanda Red Cross Kigali drop-in centre and to examine how they contribute to the socio-economic reintegration of street children in and around Kigali. The target population of the study was the 231 street children that frequent the centre. Data was also collected from employees of the Kigali drop-in centre and parents of the street children under study. The tools used in the data collection were the questionnaire, observation and interviews.

Analysis of the data collected showed that the activities of the Kigali drop-in centre contributed a lot to the improvement of the quality of life of the street children through promoting their reintegration into the society. The findings from the study also revealed some difficulties of the Kigali drop-in centre such as the difficulty of putting together the needs of the children with different backgrounds, lack of adequate methodology in the supervision of the children and lack of good collaboration between different actors (parents, centre, administrative authorities and heads of school establishments). The Kigali drop-in centre has adopted such strategies as regular meetings with parents, children and local authorities as well as training of its personnel to overcome some of the difficulties.
Parenting Capacity Needs Assessment for Holistic Early Childhood Development A Study of Mothers of Compassion-Assisted Children in Arusha Town

By Kisinza, Elieshi P.L

Supervisor Emmanuel Mbennah

Abstract
The purpose of this study was to assess the parenting capacity needs of mothers of Compassion-assisted children for the holistic development of children in their early years. The descriptive approach was used to carry out the study among 132 mothers from Arusha town. Eleven churches, in partnership with Compassion International, were randomly selected using systematic random sampling. Interviews were conducted with each of the respondents. Data analysis was done using SPSS version 9.0 for Windows; frequencies, totals and percentages were then obtained.

The findings show that most mothers sampled are poor. Despite the fact that the mothers have some basic knowledge on parenting skills, they need to be equipped more. It was also found out that mothers’ knowledge on child development was limited. Mothers’ parenting role is greatly compromised by the occupation that they are engaged in. Even where mothers have the knowledge, extreme poverty and illiteracy incapacitate them.
Post-traumatic Stress Disorder (PSTD) among Compassion Assisted Children in Rwanda Assessment of Counseling Needs

By Etienne, Muhoza Mugema

Supervisor Peter Odera

Abstract
The purpose of this study was to assess the extent of PTSD among Compassion assisted children in Kigali, Rwanda, and to assess the counseling needs of the victims of PTSD under the care of Compassion International in Rwanda. The target population of the study was children in seven projects selected through purposive sampling based on their age. Data was also collected from social workers, presidents of committee members and the trauma counselor of Compassion Rwanda office. The research tools used in data collection were the questionnaire, observation and interviews.

The analysis of data revealed that there are many children who are affected by PTSD. Subsequently, many children experience a number of problems such as poor academic performance, withdrawal from school and poor concentration, sleep disturbance, lack of motivation and flashback of the unpleasant past. There is need to listen carefully to children’s problems by encouraging them to express their feelings and then give them solutions to the problems.
The Management of Tutorial Teaching Compassion Assisted Child Ministry Centers in Arusha Town, Tanzania A Critical Assessment

By Mollel, Jackson

Supervisor Emmanuel Mbennah

Abstract
This study sought to investigate the management of tutorial teaching in the Compassion assisted churches in Arusha Town. Samples of 15 Compassion assisted child ministry centers from Arusha Town were purposively selected. Score sheet forms were developed and used to collect academic reports (examination marks) of 20 children from each of the 15 projects, giving a total of 300 Compassion assisted children. The children were also purposively selected from among those in grades 4, 5, 6 and 7 in public primary schools and who were attending tutorial programs at these child ministry centers. A questionnaire was developed and administered to the church leaders, tutorial teachers, project workers, and 20 parents of children attending tutorials. Focus group discussion was conducted involving 20 children also attending tutorials. The data from the questionnaires was analyzed using the SPSS (version 10.0).

The study found that, on average, the time allocated for tutorial is sufficient and the projects engaged a sufficient number of tutorial teachers. The church leaders and the project workers rated the commitment of the tutorial teachers as high or very high but this is to be doubted as there was much time wastage and the performance of the children did not improve that much. Furthermore, it was found that the organization, management and supervision of the tutorial teaching by the church leaders was inadequate and the projects did not have sufficient teaching / learning facilities.

In light of these findings, the following are some of the recommendations made. A further study on the quality of the tutorial teaching process is needed, to establish factors that need to be changed, in order for the children to get optimum benefit from the tutorials. There is also need to further build the capacity of the local church leadership in appropriate organization and management of the tutorial teaching program. The
Compassion’s church partners in Arusha need to put in place all the necessary teaching / learning facilities including adequate classroom space, enough textbooks and supplementary reading material, basic teaching aids such as maps, and desks, and finally the churches may need to create awareness among the parents of their role in the learning of their children.
Abstracts of Masters Theses

Year 2007

Master of Business Administration
Master of Arts in Communication
Master of Arts in Counseling Psychology
Master of Arts in Christian Ministries
Master of Arts in Child Development
Master of Business Administration (2007)

An Investigation into the Growth of the Enrolment of the Mutual Funds Industry

By Musungu, Marianne

Supervisor Jimnah Waweru

Abstract
The need to secure one’s financial future is inherent in all human beings. Often, both formal and informal employments are not seen as sufficient providers for this kind of security. Human beings thus look for other ways in which this need can be met and thus provide a secure financial future. One of these ways is investment.

A person can invest his/her resources in order to achieve satisfactory returns in many ways. The way a person chooses to invest will usually tie in with their attitude to risk. Generally, financial investment studies on risk tell us that there are three major attitudes towards risk that can be found in people. The first attitude is that of the risk taker, who invests in very risky ventures with the general expectation that ‘the higher the risk, the higher the returns.’ Then there is the risk averse, who tries to steer away from risky investments as much as he can. Thirdly, we have the risk neutral investors, for whom risk is not a major consideration in whether they choose to invest in a particular venture or not.

This study investigated the category of investors who are risk averse. Mutual funds are seen as very low risk investment, whose returns are secure; at worst, an investor will get back their principal investment with little or no losses; at best, the same investor will get back fairly modest returns on their investment if the market is performing well. The study concentrated on the patterns of growth experienced by the open-ended mutual fund industry, by using one Kenyan company as a case study. The major research method employed in this research was a desk review technique, where the researcher sat at a desk and collected the data required for this study. It was found that this industry is experiencing growth in investment with various age categories and gender contributing to this growth.
The study recommends that the Kenyan Company featured should look at ways of how to use these growth patterns to ensure even more enhanced growth of their open-ended mutual funds sector. For example, this can be done by, either encouraging those who are already investors in open-ended mutual funds to invest even larger sums of money, or by coming up with advertising campaigns aimed at reaching new markets.
Exchange Rate Risk Management Practice among Agricultural Firms in Kenya

By Macharia, Joel Kiguta

Supervisor David Wachira

Abstract
The exchange rate is a major macro economic factor that affects all entities either directly or indirectly. Kenya has managed a floating exchange rate regime for a while. Varying exchange rates expose firms involved in international transactions to exchange rate risk. Management can structure operations and/or take risk mitigating measures to reduce or eliminate impact of risk exposure to a firm. Agriculture is the leading source of foreign exchange in Kenya. The purpose of the study was to find out how Kenyan agricultural firms manage exchange rate risk exposure and the challenges they face in the process. The study took a cross-sectional descriptive study to understand the exchange rate risk management practice among firms involved in the export of tea, cut flowers and coffee.

The study found that the Kenyan shilling (KES) exchange rates with the US dollar (USD), The Euro (EUR), The Great Britain pound (GBP) and the Japanese yen (JPY) have had an average variation of just over 15% for the period under study. The EUR had the least variability while the GBP had the highest variability. Close to 56% of Kenyan agricultural firms had established risk management function to deal with exchange rate risk. Risk management functions were mainly domiciled in the finance\accounting departments and at the board of directors’ level. Transaction and operating exchange rate risk exposures were the most prevalent and hence most firms considered effects of exchange rate risk on sales, profitability and cash flows as the most important. About 63% of the agricultural firms set budget exchange rates but mainly used for corporate budgeting rather than for exchange rate risk management.

About 30% of the firms identified and estimated exchange rate risk exposure in advance and took appropriate hedge position. Sensitivity analysis, goal seeking analysis and past trends and experiences were the main techniques used to estimate exchange rate risk exposure. Nearly all the agricultural firms used currency substitution and natural hedging
techniques to manage exchange risk exposure. Only a small proportion (about 7%) were constantly using over the counter currency derivatives. Exchange traded currency derivatives are non-existent in the Kenyan financial markets. The main challenges faced in managing exchange rate risk are high exchange rates volatility, inability to adjust prices to compensate for adverse movements, difficulties in arranging hedge contract with banks, and difficulties in getting well skilled financial risk management labour.

The research recommends that agricultural firms establish and/or strengthen risk management function and further diversify export markets and billing currencies and promote local market consumption of their products. The study also points out the need to deepen the currency derivatives market though appropriate legislation and risk management products development and utilization.
The Impact of Bond and Share Offering Announcements on Share Market Prices A Study of the Nairobi Stock Exchange Efficiency

By Rwehera, Dorine

Abstract

An efficient market is one in which prices fully reflect available information. An implication of an efficient market is that no excess abnormal returns can be earned from this information because current prices already reflect the information. The overall objective of this study was to test whether the Nairobi Stock Exchange efficiently reacts to bond and share offering announcements in share price adjustments. Other objectives were to analyse descriptive properties (average and variability) of daily stock returns and to determine the nature of bond and share offering announcements for investors at the NSE. This study used daily data on the Nairobi Stock Exchange. The total number of announcements observed in the Market Fact of the Nairobi stock Exchange from January 2002 and December 2006 was 33. The study covered seven cases of bond (medium-term note) and share offering (rights and bonus issues) announcements during this period. To find out the immediate reaction to bond and share offering announcements, the researcher used the mean-adjusted returns model as defined by Brown & Warner (1985) to calculate the abnormal returns and tested the average event-day abnormal return at a 5% level of significance.

The test result did not provide sufficient evidence to believe that the NSE was not semi-strong efficient in relation to bond and share offering announcements released by the listed companies. Hence, analysis of CAARs of the NSE in relation to bond and share offering announcements was made to detect any abnormal reactions namely early responses, overreactions or delay in the adjustments to both types of information under study. Results revealed information leakage prior to the event announcement, which was slowly overrated by investors before a share price reversion that persisted to the end of the event period. This points to the fact that the Nairobi Stock Exchange was not semi-strong efficient in relation to bond and share offering announcements made by listed companies. To enhance the efficiency of the NSE, the researcher proposes an increase of the number of shareholders, timely and accurate
information disclosure, development of information communication, promotion of the competitive activities of security analysts, reduction of inside trading and development of the stock exchange infrastructure.
Factors Affecting Petroleum Product Prices in Kenya

By Waweru, Samuel Kuria

Supervisor David Wachira

Abstract
Energy is a very crucial resource globally. There exists a high dependence on energy. Despite Africa consuming a mere 3 percent of the world’s total commercially traded fuels, its demand for these products has been increasing. Similarly, in Kenya, modern forms of energy are becoming more critical. Studies have shown a strong correlation between the growth rates of modern energy consumption and monetary Gross Domestic Product (GDP). Global petroleum prices have been rising from a low of $14 in 1978 to $58 currently.

The petroleum sub-sector in Kenya was deregulated in 1994 and that set forth an era where petroleum firms set their own prices. The issue of petroleum product prices has always been a matter of great concern. The study focused on the factors that contribute to the prices of the petroleum products in Kenya. A key aspect was the application of the Herfindahl Index (HHI). An analysis on the industry based on Michael Porter’s generic and five forces model showed high barriers to entry, intense rivalry, and low threat of substitutes, strong supplier power and lower buyer power.

The study found out that the current system of procurement, the open tender system (OTS) is better than the previous system. Efficiency and competition was perceived as having improved. Integration within the industry was perceived as an appropriate option but the study also showed that the Ministry of Finance through the monopolies and the prices commission prohibits restrictive trade practices by only approving proposal for mergers and acquisitions that do not allow the amassing of market power in the hands of a single player (tendencies towards a monopoly).

Application of the HHI model showed a relatively moderate concentration level based on the bench mark of the United States of America Justice Commission. Retail pump prices have been on a consistent upward trend over a period of 10 years. The study recommends the retention but participatory improvement of the OTS system and increased participation by the Government to improve infrastructure.
A Study on Resource Mobilization Strategies by Disability NGOs in Nairobi, Kenya

By Maiywa, Sarah C.

Supervisor Paul Mbutu

Abstract
This research looked at the resource mobilization strategies used by disability non-governmental organizations in Nairobi, Kenya. The other objective of the research was to uncover the challenges faced by these NGOs in the resource mobilization process. The research examined the strategies that these organizations have put in place to overcome these challenges. The study employed the descriptive survey method. A sample of 40 responded positively by returning the questionnaires. There were 47 disability NGOs listed under the Kenya Disability Directory (Handicap International, 2004). Out of these, 13 are international and 34 are local. The study included all the 47 disability NGOs to ensure that it captured the myriad challenges faced by each of these organizations dealing with people with varied disabilities.

Data was collected by the use of self-administered questionnaires which were filled by each respondent to ensure privacy. Descriptive statistics, namely percentages and frequencies were used to describe the fundraising and resource mobilization strategies used by various disability NGOs in Nairobi, Kenya. The study found out that foreign funding was increasingly becoming a challenge for local NGOs to access, and therefore the need to engage in local fundraising and diversify the resource mobilization strategies currently been used. The challenges faced by these organizations are very similar and range from lack of funds for conducting resource mobilization activities, lack of expertise in resource mobilization, donor fatigue and competition from other NGOs.

The most common resource mobilization strategy used includes individual appeals, special fundraising events, earned income from sale of goods or services, corporate partnership programme, membership schemes and trust foundations. Other strategies, though not very common, but are used include government grants, Board members’ giving, use of goodwill ambassadors and special appeals to undertake specific activities or specific projects.
The study recommends that disability NGOs in Kenya should explore local fundraising and particularly engage in running enterprises to generate their own income. Networking would reduce duplication, promote sharing of information and thus reduce competition for funds from the same donors. The study revealed that most of the participating organizations had skill gaps in the areas of resource mobilization. Thus there is need for these organizations to invest in training or recruiting staff with the requisite skills.
The Effect of Dividend on the Value of Kenyan Firms Listed in the Nairobi Stock Exchange

By Mugambi, Pamela Makena

Supervisor David Wachira

Abstract
The purpose of this study was to determine the effect of dividend policies on the value of Kenyan firms listed in the Nairobi Stock Exchange (NSE). The study was conducted in Nairobi and it consisted of fifteen firms purposively selected from each of the five sectors of NSE. The study used both qualitative and quantitative approach and data was collected through questionnaires for primary data and desk review for secondary data.

In this era of competitive advantage where firms want to raise funds from the general public for investment purpose and with the increased initial Public Offering (IPO) in the stock exchange, it is necessary to fully understand every key financial variable, which can affect the value of the firm. The shareholders require a return on their investment. They therefore need to know which return they are likely to receive, whether dividend income or capital gains. Furthermore the shareholders have to fully understand why they can receive either of them.

The study found out that there is no relationship between the dividend policy of the firm and its value. Second, most firms in Kenya follow non-constant dividend policy ration. Third, investors in the NSE expect to be paid a given return on their investment and this return can be either in the form of dividends or capital gains. Fourth, the firm considers various factors in payment of dividends such as legal considerations, shareholders expectations and availability of investment opportunities.
Assessing the Role of Leadership in Organizational Transformation
A Case Study of Agro-Development Bank, Kenya

By Olande, Fredrick Okeyo

Supervisor E.K. Ragui

Abstract
Research on organizational leadership has attracted significant interest among researchers and scholars of management studies partly due to the substantial role leadership plays in organizational transformation. However research has not adequately documented leadership models that managers may use to identify their own leadership needs in a commercial banking environment. This study sought to fill the existing gaps using transformation and transactional leadership models to assess the leadership role in organizational transformation in a commercial banking environment with reference to Agro-Development Bank (ADB). The researcher sought to determine which leadership model is suited in organizational transformation.

The research draws from a population of 275 employees of ADB in Kenya. Questionnaires were administered to 200 employees representing 73% of total accessible population. The total questionnaires that were duly filled and returned by respondents were 186 representing a response rate of 93%. The questionnaires were coded by the researcher and then analyzed using SPSS software to produce mean levels, distributions frequency and percentages on employee’s leadership expectations and performance perception. The results show that a significant transformation occurs when an organization changes its overall strategy for success in alignment of its operations within the context of organizational transformation.

The study further confirmed that position postulate that to a large extent organizational transformation depends on the leadership’s capacity to craft effective business strategy and to formulate clear vision of future. Further, such leaders should be able to develop effective teams to achieve sustainable organizational growth. The study established that key leadership functions at ADB should be improved to give staff opportunity for personal development, encouraging them to demonstrate personal initiatives by allowing some degree of authority in making decisions.
The results indicate that ADB leadership has greater manifestation of transactional leadership tendencies; however, some aspects of transformational leadership existed although these were observed to be in their nascent stages. The study also indicate that a good mix of transitional and transformational leadership functions can enhance business growth, especially in the areas of staff development and biding effective employee commitments.
Abstracts

The Relationship between Job Satisfaction and Performance.  
A Case Study of Supervisors at Sarova Hotels

By Kamau, Susan

Supervisor Thomas Koyier

Abstract

Decades of research have shown that the correlation between job satisfaction and job performance is modest in magnitude, yet people are thought to believe strongly that satisfied employees are more productive at work. Most of the work at hospitality sector is service oriented. The job of a supervisor entails serving as the link between operative employees and other managers and is therefore vital to organizational productivity. Hotels will have to look at how they can increase satisfaction to yield higher performance from their supervisors.

The study assessed the level of job satisfaction by the supervisors working in Sarova groups of hotels. It investigated the job performance measure that is attributed to job satisfaction, determined the direction of the relationship between job satisfaction and job performance and finally the study determined the causal factor of this relationship. To achieve this, the study focused on two hotels in Sarova, namely, The Sarova Stanley and The Sarova Mara Game Camp. Herzberg’s two factor theory formed the basis for this study.

The study used both qualitative and quantitative approach and data was collected through questionnaires and personal interviews. The population consisted of forty six supervisors who filled in the questionnaires. Thirteen heads of department were also interviewed. Descriptive research design was used to determine the relationship and the correlation factor. The data was analysed with the use of SPSS and the data presented using tables and figures.

Finally, the study came up with several findings and made recommendations that should help the hotel industry formulate and implement policies that will motivate employees to performance and at the same time increase their job satisfaction.
The Impact of Incentives in Productivity in Selected Manufacturing Firms in Nairobi

By Gacheru, William K.

Supervisor Abraham Waithima

Abstract
Two firms in the same environment with exactly similar resources are likely to perform differently, with one reporting better performance than the other or worse still one making profits while the other makes losses. What makes these identical firms perform differently is the human resources, which cannot be duplicated.

There are various characteristics that differ from one individual to another and that cannot be copied. Some of those characteristics are education, ability and experience. The human element is, therefore, important in giving a competitive advantage in a free market, and firms and organisations that recognise this invest in improving capabilities in its human resources. Creating an atmosphere that will enable the full potential of the human resources to be tapped and directed towards the common goal of the organisation should be a priority of the top management.

This study investigated the impact that incentives have on the productivity of firms in the manufacturing sector in Nairobi. The study found that high productivity improvement was achieved in firms that had well designed incentive schemes with some having as high as 50% productivity improvement in the last few years. However, ill designed schemes create an atmosphere of dissatisfaction within the work force and were a cause of low or no productivity improvement.

From the study, it is recommended that firms without performance based incentive schemes should introduce them as they are major motivators that assist firms in being competitive through reduced production costs. Those that have performance incentive schemes in place should continuously strive to improve them and make them adaptable and relevant to the changing environment.
Abstract
The study investigated the socio-economic impact of HIV and AIDS on microfinance clients in relation to falling into arrears and defaults. The researcher used a descriptive research design. Stratified and simple random techniques were used to select 598 clients to whom the questionnaires were administered. Key findings of this study indicate that 12% of the respondents were infected with HIV and AIDS while 41% were affected. 75% of the respondents did not know their HIV status. However, those who were infected and/or affected saved between 500-1000 FBU ($0.5) per month and about 51% of the respondents spend significant amounts of money in HIV and AIDS related needs. 52% of the respondents also liquidate their savings and sell their valuable assets due to AIDS virus.

Other factors such as low business activities, natural calamities, market mobility and small loan provision contribute to falling into arrears and default. However, these factors are made worse by absenteeism, decreased productivity, sickly dependents, medical bills, deaths and burial costs among others all related to HIV and AIDS.

In the light of the results, the study recommends that micro-finance services providers should put in place new strategies and policies to help their clients keep their business returns steady. This would mitigate against the impact of HIV and AIDS. About 60% of the respondents suggested that the micro-finance institutions could shift the payback period from one week to two weeks and others suggested that the interest rate could be reduced. There is need to integrate HIV and AIDS education in the social mobilization. Further, there is also need for the provision of psychological support, funeral and health insurance.
Assessment of the Application of Participatory Administration, Leadership and Management (Psalm) in the Management of Primary Schools in Kenya A Case Study of Public and Private Primary School in Nairobi Area

By Mithamo, Margaret K.

Supervisor Alfred Muchai

Abstract
The study assessed application of participatory schools administration, leadership and management (PSALM) in primary schools in Kenya. A questionnaire and an interview schedule were used to collect the data. Purposive sampling was used to select the head teachers of the primary schools, the parents teachers association representatives, the school committee representatives, the teachers and the pupils for the study. Schools were conveniently selected due to accessibility. Data collected was analysed using SSPS and excel software.

The study revealed that PSALM has been adopted in primary schools and was being applied though selectively. The study established that there were many challenges faced by school management. This included negative attitudes towards management in schools.

Some of the recommendations were that PSALM should be adopted in whole and not in parts. School management should initiate processes to establish why stakeholders have a negative attitude towards them and should initiate a corrective process. The stakeholders should fully participate in initiating, planning and implementing various schools programmes. There should be a high degree of transparency in selection and appointment of persons to the various school committees.

Power should be evenly distributed to those who hold various offices to facilitate effective functional processes in the management of schools. Management should have autonomy in decision making to enhance progress and school development. The government should continue to invest in quality education for sustainable development. This will continue to maintain an educated and disciplined community. School management review should be carried out on a regular basis to make sure that all stakeholders are kept abreast with current trends in the management of schools.
Perception of Organizational Change and Strategic Responses.

By Konchellah, John O.

Supervisor Alfred Muchai

Abstract
The purpose of the study was to investigate the major organisation changes that the National Bank of Kenya Ltd. has gone through in the last 10 years and to determine the driving force of the changes with a view to assessing the perception of the managers and employees regarding this change. The researcher formulated questions as a directional guidance to the study which steered the study of the priority areas.

The researcher used descriptive survey design and collected data from 54 operational employees and 46 middle managers through questionnaires. Six senior managers were interviewed through a focus group discussion. The results show that there have been tremendous changes mainly in the human resource, strategy and policy and the information technology departments. The changes were necessitated by a mixture of poor financial performance, high competition levels and an inflated workforce. There were mixed perception and reactions of acceptance and rejection towards these changes by the employees. The results also indicate that there was moderate evidence of proper implementation, management and the execution of organisational change. The researcher recommends effective communication of changes to all the employees.
An assessment of the Financial Planning System and Internal Controls at Amref Kenya

By Kavila, Kiio

Supervisor Serah Akelola

Abstract
The NGO movement in Kenya can be traced to the late 1950’s. During this time most NGOs working in Kenya were mainly Christian based organisations. The purpose of this study was to determine if AMREF-Kenya makes efficient and effective use of financial planning, financial monitoring, financial record keeping and internal controls to achieve its objectives and fulfil commitments to stakeholders and whether it’s accountable to donors and other stakeholders.

The study was conducted on a number of Amref-Kenya projects from the areas of HIV/AIDS, Tuberculosis (TB) and sexually transmitted diseases, malaria, sanitation, clinical services, disaster management and emergency response. The projects have been selected from different locations in Kenya.

Data analysis was carried out and interpreted with the help of SPSS statistical software. Ratio analysis was also done for quantitative data and main indicators presented. The study found record keeping, financial planning and internal controls in place at Amref-Kenya that meets the required standards.

The study concludes that financial transactions should be backed up by a supporting document like an invoice, bill or receipt and that every transaction should be written down in cashbook. Financial transactions should also be coded in order to produce summary reports. Internal controls should be put in place to ensure that funds are used properly and that the organizations objectives are met.

The study recommends that Amref should seek advice from a professional archivist on proper filing systems and labelling. The management of Amref should also put measures in place to ensure timely receipt of expenditure returns from the field offices. The current Chart of Accounts should be maintained.
Exploring the Four-part Model of Corporate Social Responsibility
A Case Study of Total Kenya

By Otieno, Mercy E. A.

Supervisor Esamwata Omondi

Abstract
Corporate social responsibility has become a business buzzword and a new way of doing business. In Kenya corporate social responsibility is taken to mean giving back to society. However, the modern trend of corporate social responsibility has shifted from philanthropy. The research is a case study on Total Kenya, a multinational oil corporation that has been in operation for the last fifty one years in Kenya. The company has embraced the corporate social responsibility agenda according to the Four-part definition of corporate social responsibility. The study aimed at identifying the nature of corporate social responsibility at Total Kenya, the perceived benefits of corporate social responsibility and whether the activities that constitute corporate social responsibility are well suited to Total Kenya’s vision, mission and overall strategy.

Various documents approaches were used to collect data with observation being used to verify the documented information. The study found that Total Kenya has embraced the Four-Part Model of corporate social responsibility and that Eco Challenge and Be Alive are the most celebrated and reported programs. The research recommends that companies voluntarily integrate social and environmental concerns in their operations with the stakeholders in order for corporate social responsibility initiatives to be successful as this is the modern trend.
Master of Arts in Communication (2007)

Communication Conflict Management Strategy Preferences among Burundi Political Leaders

By Havyarimana, Alexis

Supervisor Levi Obonyo

Abstract
Burundi has experienced many conflicts since independence, causing a lot of losses. Since conflicts are inevitable, knowing how to manage them is the most important thing. Communication is the key to successful conflict management. This study sought to find out the communication conflict management strategy preferences among Burundi political leaders.

To achieve this goal, the researcher aimed at identifying the communication strategies that were used to manage Burundi’s past conflicts, ascertaining preferred communication strategies in conflict management among Burundi leaders, finding out factors that influence conflict management strategy preferences, and establishing indicators for a successfully managed conflict.

The study used quantitative and qualitative approaches, where 76 self-administered questionnaires were distributed to purposively selected political leaders. The researcher also conducted four interviews with four leaders from four political parties out of the five represented in parliament. The quantitative data from questionnaires were coded, keyed in and analysed using the Statistical Packaging for Social Sciences program to have the frequencies, percentages and the physical representations for the different answers.

The key findings of this study showed that in the actual practice of conflict management in the past and the present, the compromising, dominating and avoiding strategies were the most preferred in that order. But coming to the simple perception at the personal level, Burundi political leaders prefer collaboration as a communication conflict strategy. The researcher also found out that Biblical strategies were not preferred by Burundi political leaders. One of the recommendations is to set a permanent unit within each party for training in proactive communication conflict management.
Dominant Communication Dimensions in Internet use and their potential for modelling persuasive strategies for positive behaviour change

By Musyimi, Julius Mutinda

Supervisor Billington Mwangi

Abstract

The last few years have seen many technological changes, especially in the field of communication. But possibly the greatest technological change in the last half of the twentieth century was witnessed with the discovery and growth of the Internet. This study investigates the dimensions of the internet as a medium and especially whether such dimensions can be utilized to bring deeply-rooted behaviour change. An understanding of the dimensions of this technology is vital to influencing the various domains of peoples’ lives.

The data gathering instruments included a self-administered questionnaire, focus group interviews and in-depth personal interviews. A total of 106 questionnaires were issued in six different cyber cafes with a 96.2% response rate. A factor analysis was carried out using the data collected from the questionnaires. The focus group data was analyzed by annotating the scripts. The personal interviews were analyzed thematically in light of the research questions.

The research revealed that most of the respondents used the internet to interact. Many people also used the internet for research and educational purposes. The internet has a vast multi-sensory appeal that includes text, graphics and pictures that help the users to have greater understanding and retention of information. Another important finding about the internet is the dimension of disembedding. This has to do with the lifting out of social relations from local context of interaction and their restructuring across indefinite span of time. Thus communication is not limited by time and distance, which means messages, can be posted and read anywhere and at any time. Change is, however, a process that goes through pre-contemplation, contemplation, preparation, action and finally maintenance. This research suggests a model of bringing change by making use of the Internet dimensions.
The Impact of Uganda’s Mobile Phone Industry’s Communication of Change on Their Corporate Image.

By Watendwa, Geofrey S. K.

Supervisor Mary Kizito

Abstract
The purpose of this study was to investigate how effectively the Uganda Communications Commission (UCC) and Uganda’s cellular phone service provider (CPSPs) communicated the cellular numbering system change to their external publics’ through the media, and how such communication impacted the cellular phone users. The change was effected on 1st February 2006.

The Bachelor of Secretarial Studies students of Makerere University who use cellular phones were used as the study population. The study used a survey method. Questionnaires were used to collect data from 100 first year Bachelor of Secretarial Studies students from the Institute of Languages, Makerere University, Kampala.

The findings show that the majority of the respondents reported that the CPSPs communicated the change in phone numbering system effectively and in time. The study also revealed that the CPSPs mostly depend on short message services (SMS), radio, TV and newspapers in communicating with their external publics. However, the CPSPs did not use SMS channel as much as would have been expected in communicating the change in phone numbering system. It was also found that the messages sent to the external publics about the change were not as repetitive as they should have been. The study found out that the CPSPs corporate image was not adversely affected by the way they communicated the change.

The findings suggest that in future UCC and the CPSPs would need to show greater vigilance in preparing their clients for any system changes than they showed in case of communicating the change in cellular phone numbering system.
The Effect of Mobile Phones on Interpersonal Communication among University Students

By Mwangi, William

Supervisor Levi Obonyo

Abstract
Information technology has the potential to influence the lives of ordinary citizens as much as it has influenced business, education and government. According to Payne (2001), new communication technologies have changed the way we live, learn and work. People using mobile phones in public places are a common sight in most countries. There is no doubt that many find mobile phones highly useful, and appreciate the flexibility and accessibility they represent. The use of mobile phones in public places may also be viewed as annoying and disturbing, interrupting other activities, and even perceived as improper behaviour in many social situations.

The broad objective of this study was to assess the effect of mobile phones on interpersonal communication among university students. The researcher used both qualitative and quantitative approaches. The study is based on a sample of Daystar University undergraduate students. Quota sampling was used and 203 questionnaires were distributed to students. In addition to the questionnaires, a focus group consisting of twelve students was conducted. Audio tape interviews from the focus group discussions were transcribed, edited and then coded into emerging concepts based on the responses received. Data from self-administered questionnaires was summarized, coded, keyed into computer and then analyzed using Statistical Package for Social Sciences (SPSS).

The theoretical framework was derived from two communication theories Uncertainty Reduction Theory (URT) and Technological Determinism Theory. The data collected showed among other things that most university students own mobile phones. Text messaging (SMS) proved so popular primarily because of the cost element. In addition, text messages are discreet, personal and may not be as disruptive in a social setting compared to a call. Mobile phones act as a means of bridging gaps in everyday life, coordinating arrangements and bringing people together. According to the study, mobile phones have many meanings. They act as status symbols, reflecting the personality of the owners.
Persuasive Factors that Influence High School Youth in their Response to the Abstinence and Condom use Messages in the Context of HIV and AIDS

By Mwangi, Rose

Supervisor Faith Nguru

Abstract

Kenya is reported as having 7% of the world’s HIV and AIDS affected people (Muraah & Kiarie, 2001). The country has thus witnessed many people getting infected, others dying and many children orphaned. Consequently, health communicators have engaged in rigorous campaigns in a bid to educate the people on the transmission of HIV virus and its prevention. Unfortunately, many studies indicate that the level of knowledge that the people have does not always translate to behaviour change. This study explored the factors that influence the youth in their response to the HIV and AIDS preventive messages.

The sample was drawn from the rural youth among the day secondary schools in Murang’a District, Kenya. A total of 277 students participated by filling in the survey questionnaires. Two gender-based focus groups were carried out with some sixteen students who participated in the survey. Two interviews were also carried out with the teachers in charge of guidance and counselling in the selected schools.

The results show that the youth have a high level of knowledge on the HIV and AIDS infection. However, having knowledge on HIV and AIDS did not automatically translate to behaviour change. The study revealed that the knowledge/behaviour gap was caused by the youth not fully perceiving the seriousness of the HIV and AIDS infection, while others were aware that the youth are the most vulnerable to the infection but they did not think that they were personally susceptible to the infection. At the same time some of the youth did not believe in the practice of abstinence and condom use, while others lived under great pressure from their peers to engage in premarital sex.

The study revealed that response of the youth to the abstinence message was influenced by the perceived threat of contracting HIV and AIDS, one’s ability to say ‘no to sex’, and their Christian faith. At the same
time the youth’s response to the condom use message was influenced by their self-efficacy. However, for both the abstinence and condom use messages to be adopted by the youth, there is a need to remove the perceived barriers that hinder behaviour change.
Impact of Cultural Heritage Television Documentaries on Shaping People’s Identity A Mixed Methods Case Study of Nairobi National Museum

By Kimotho, John Gitabu

Supervisor Michael Laney

Abstract

People’s identity is an important part of humanity that takes significance at individual, community and national levels. Identity is visible in people’s culture that is passed down through generations. Currently in Kenya, there is erosion and degradation of cultural values that distinguish one community from the others; the unique identity. Africa continues to suffer from hunger, poverty and ethnic clashes due to low degree of identity awareness. Television documentaries on people’s cultural heritage are a tool that has re-shaped and reinforced the degraded identity. High degree of identity awareness develops self-esteem, confidence and creativity leading to a society’s well being and ultimately peace and development.

This research presents a mixed method study employing exploratory research design and examining the impact of the usage of cultural heritage television documentaries in shaping people’s identity. A qualitative study was conducted through in-depth interviews, with a sample drawn from heritage, broadcast and educational sectors. The second phase was a quantitative study that used an experiment that tested ‘cause and effect’ of the usage of cultural heritage television documentaries. During the experiment, the experimental group was given a pre-test and then treated to watching a cultural heritage television documentary produced by Nairobi National Museum and lastly given a post-test. The results were compared to the results of a control group that was tested without treatment.

The results indicate that the documentaries contribute to learning and reinforcement of people’s identity, appreciation for the other communities and the recognition of national identity.
Social Marketing as a Means of Promoting Youth Ministry.

By Kamau, Phyllis Wanjiru

Supervisor Ann Miller

Abstract
The purpose of this study was to assess the effectiveness of communication strategies aimed at youth in three main line churches (PCEA St Andrews, All Saints Cathedral and St James BuruBuru). This study viewed church youth work as a persuasion, and employed the 4Ps of marketing and other social marketing constructs to analyse the appropriateness of those persuasive strategies.

Participants in this study comprised 175 respondents from St James Buruburu, 91 from PCEA St Andrews, and 82 from All Saints Cathedral churches. Ten respondents did not indicate the churches they were affiliated with. Interviews were arranged with the youth pastors in the three churches.

Data was collected using a questionnaire and in-depth interview guide coupled with participant observation. Data from the self-administered questionnaire was coded and keyed in to the computer and later analysed using Statistical Package for Social Sciences (SPSS). Audio taped data from interviews and participant observation notes were transcribed, edited and coded according to various themes.

The findings of the study indicated that place, promotion and partnership influence the level of satisfaction of youth in the church while product and promotion influence the level of the involvement in the church ministry programmed. Place was found to be a significant contributor towards youth overall satisfaction of their churches. Other factors that also contribute to the successful youth ministries include strong background laid in Sunday school, ability to set up successful teens’ ministries, consistent participation in church activities, strength of leadership, recognition of youth ministry as important, welcomed at home and opportunities for youth to participate in creating their own programme.
The study recommends that youth facilities need to be adequate, accessible, suitable and attractive. Integrated approaches of presentations, testimonies, announcement in the bulletins and from the pulpit would be desirable if church leaders are to effectively communicate to the youth.
Coverage of Environmental Issues by the Pullout Young Nation Magazine of the Sunday the Nation

By Sime, Abebe Fikerte

Supervisor Mary Kizito

Abstract

In June 1992, the United Nations Conference on Environment and Development (UNCED) identified the lack of up-to-date environmental information as one of the factors that contributed to unsustainable use of the natural resources at a global level. According NEMA (2001), the majority of the Kenyan population, who are the young people lack sufficient understanding of basic environmental issues. This is clear in the way they use natural resources. The purpose of this study was to determine the extent to which the “pullout” (the young nation magazine of the Sunday Nation Newspaper) gave prominence to environmental coverage.

A total of 595 stories were identified from 538 editions of the young nation between 1st January 1995 to 31st December 2005. The researcher used content analysis method of research. The unit of analysis was all editorial content. This meant all stories in form of text and visual editorials as well as letters. The data was analysed using statistical package for social science (SPSS) research software.

Using media agenda and media framing theoretical contexts, some of the key factors the study revealed are that overall environmental coverage, which had picked in the year 1997 had declined by the year 2005. Further, the majority of environmental issues were placed in inside pages. There is a lack in proportional diversity of environmental topics, and media framing was mainly scientific. Hence, the study concluded that the young Nation gave inadequate prominence to environmental coverage during the period of the study.
Teleliteracy What should Children be Taught About TV?

By Njoroge, Wanjiku

Supervisor Paul Mbutu

Abstract
Children are growing up in media-dominated culture, television (TV) being the most pervasive (Thoman & Jolls, 2002). This study gave attention to the subject of ‘teleliteracy’. This term was coined by Bianculli (1992) to refer to the ability to develop skills to question, analyse and evaluate TV messages. Teleliteracy, refers to TV literacy.

While teleliteracy is regarded as necessary in the developed world, the situation is different in the Kenyan scene. Media literacy is not a priority and has never been provided for in the school curriculum (Kenya Institute of Education, (KIE), 2000). The purpose of this study was to assess the teleliteracy needs and levels of children in Upper Primary in three purposively selected schools. The information gathered would determine the content to be contained in a teleliteracy curriculum for this level. A total of 215 children filled in the questionnaire. At the time of the study these children were in classes six, seven and eight in the Kenyan primary 8-4-4 system education. On average, the sampled children were aged between 9 and 13 plus years.

Generally the findings indicated that about 94.5% of the sampled children had access to TV. Children also regarded TV as a teacher with 82.9% and 80.4% indicating that TV taught both ‘good’ and ‘bad’ behaviour respectively. A significant 71.9% of the sampled children confessed that they had learnt some matters on sex from the medium. About 85.4% also thought that some programmes taught viewers how to organise and execute crime. Regarding the effects of TV on schoolwork, 85.4% agreed that too much TV could affect their school performance. A considerable 59.8% indeed confessed that they sometimes watched too much TV and forgot to complete their homework. The study findings also indicated that children supported a form of teleliteracy. About 68.8% indicate that they should be taught to interpret TV messages; another 69.9% said that they should be taught to choose appropriate TV programmes; about 74.4% said that they should be helped to develop good TV habits; and a moderately high of 80.4% said that they should
be taught to recognise the effects of TV in their own lives. The study recommends the introduction of some form of teleliteracy among the children.
Master of Arts in Counselling Psychology (2007)

Perceptions on Students’ Related Problem Behaviours and Methods of their Interventions in Selected Primary Schools of Lideta Sone, Addis Ababa

By Gutte, Kelbessa

Supervisor Habtamu Wondimu

Abstract
This study examined students’ school related problem behaviours, their cause and intervention in selected primary schools in Lideta Zone of Addis Ababa. The identification was totally based on the reports of the respondents with the study being descriptive in nature. The issue of students’ school related problem behaviours was raised in relation to improvement of quality of education and various episodic events in school environment.

Three schools were purposively selected and surveyed. The study revealed that insults among students, arguing with gate keepers, tardiness and unnecessary activities in the classroom stand out among the major students’ school related problem behaviours.

The major causes of these behaviours are videos and films, lack of follow up from the family or guardians and family economic problems. The study also showed that he schools have attempted to address the problems in various ways though the efforts on prevention are not well documented. The schemes of intervention and prevention are in early stage of development by the Education Bureau of Addis Ababa. Therefore, there is no explicit guideline in place. Each school is practicing what deems to be fair in the sight of their leaders and teachers.
Factors Determining Behaviour Change in Adolescent Sexual and Reproductive Health

By Mbotela, Wanjiru C.

Supervisor Margaret Muthoka

Abstract
There has been increased attention on adolescent sexual and reproductive health partly due to the high rates of HIV/AIDS infection. A cross-sectional study collected data on adolescent sexuality and reproductive health among youth aged 10-19 in August 2005. A total of 210 respondents participated in the study and a sub-sample of 30 parents were purposively sampled and participated in the focus group discussions. The focus of the study was to collect information that would measure knowledge, attitude, behaviour change and practice (KABP). The sample was obtained using simple random sampling. The degree of precision was set at 95% confidence level.

Data was collected using structured questionnaires, and focus group discussions. Each respondent had an opportunity to make an informed decision to participate in the study. Once the data was generated, epidemiological information was used to clean and analyze the data. It was evident from the study that sexual initiation starts very early and is usually unprotected. Although there was a high response rate on issues of sexual purity, the study showed that a good number of adolescents claimed to be “born again” (20%) but they still faced the challenge of maintaining sexual purity.

Knowledge about sexuality, reproductive health, HIV/AIDS was evident, but adolescents were not using the information to make informed decisions about their sexuality. About 11% of the respondents were currently involved in pre-marital sex. It was clear that peer information is important for the youth. The need for peer educators therefore cannot be over-emphasised. A higher number of girls engaged in boy/girl relationships due to peer pressure when compared to boys.

Parents were cited as the single biggest barrier to service provision to adolescents. They played a low role in both provision of information and socio-emotional support. This study recommends that parents need
to be helped to build their capacity, skills and the information to help young people deal adequately with sexuality-related issues. The study notes that adolescents, who do not reach their full potential, are destined to make few contributions to society. Careful efforts to improve the conditions that most directly affect a child’s ability to cope with social and environmental challenges should be made.
The Role of Personality Traits in HIV Risk Behaviour A Study Among HIVSero-positive Single Individuals in Selected Support Groups in Nairobi

By Sirima, Margaret Wambui

Supervisor Mutheu Talitwala

Abstract
The study explored the personality traits portrayed by HIV positive single individuals that would have put them at risk of HIV infection. The study sought information from HIV positive single males and females from two support groups of single persons living with HIV infection in Nairobi.

The respondents were selected through purposive sampling technique; snowball method was used to recruit the HIV positive males and females to the sample. Data was collected using a semi-structured questionnaire that had a section of a personality test based on Costa and McCrae five factor model, and a focus group discussion. Data analysis was undertaken using the statistical package of social sciences.

The study found out that the personality traits that place individuals at risk of HIV behaviour include extroversion, neuroticism, openness to experience and agreeableness. Those who scored low on conscientiousness were also at risk of HIV infection. A combination of extroversion and neuroticism traits puts one even at a higher risk engaging in HIV risk behaviours.

Personality traits such as openness to experience predisposes one to substance use especially alcohol. The effects of alcohol when one is under intoxication predispose one to engage in behaviour that will put one at risk of HIV infection because alcohol lowers the inhibition of an individual. The study also found that family dynamics may play a role in the development of personality traits that predisposes one to engaging in HIV risk behaviour. Most significant in the study is the importance of parents in early childhood development and especially the importance of the presence of the father in the developmental stages of the girl child. The respondents also stated that the social environment especially...
in the slum situation also has a part to play in the predisposition to HIV risk behaviour.

The study recommends that the church, government, society, non-governmental organization and the individuals that are living with the HIV infection have a role to play in the fight against this infection. Daystar University in particular can assist through offering counselling services to these youths that have tested HIV positive.
Master of Arts in Christian Ministries (2007)

The Widow and Property Inheritances Issues among Kikuyu and Luo Widows in Kenya

By Gethi, Angela Wairimu

Supervisor Daniel M’Munugi

Abstract
This study examined the Luo and Kikuyu communities of Kenya with regard to their practice of property inheritance among widows. The study examined the role played by the government, church and other related institutions in assisting widows or creating awareness about the poor treatment widows at the hands of those entrusted with their welfare. Information was obtained from existing literature including articles from newspapers, policy documents, publications and professional reports. Primary data was obtained by conducting key informant interviews using guided interviews, and focus group discussions. The major respondents included women who have been widowed.

The study exposed major challenges facing widows in Kenya which include lack of recognition by the society, the church and the government. The effects of these include poverty, dispossession of home and property, declining sources of income and exclusion from key welfare programmes such as children’s education and health care. The study found out that there is lack of clear government policy on sharing of property. There is also inadequate mechanisms in the identification of who should be allowed to follow up on the benefits of deceased husbands. This is particularly important if the husband was away from home for employment.

During the research, the challenges identified were mainly associated with the traditional role of women as perceived by the Luo and Kikuyu communities where a widow is deemed not qualified enough to follow up issues regarding her husband’s estate on her own. Secondly, women are generally not perceived as inheritors of property. In fact when people were counted, the numbers did not include women as they were deemed to have been “absorbed” in their husband’s clan.
The data obtained showed that in all the cases involving the Kikuyu widows, only one widow in the entire sample was able to access her husband’s property. Among the Luo, the cause of dispossession is the refusal by the widows to be inherited and “cleansed”. Such refusal, normally viewed as a curse to the family and relatives, is used against the widow who is accused of being uncooperative and uncaring about her larger family.

The research shows that upon the death of the head of a household, the children appear to be illegitimate and the widow non-existent. When it comes to sharing out property, the widow is deemed to have no rights and in some cases, she may not even be allowed to build a house on the family land.
Leadership Development for Church Growth

By Kimeu, M. George

Supervisor Peter Mageto

Abstract
The purpose of this study was to establish the extent to which leadership has contributed to the growth of the Christ Is the Answer Ministries (CITAM). In particular the study set out to determine the role leadership plays in church growth at CITAM and to establish and examine leadership development programmes and procedures in place by CITAM to ensure sustained growth.

The researcher administered a detailed questionnaire to the respondents from Christ is the Answer Ministries. Various leadership roles and theories were examined with emphasis on transformational leadership theories which were found to be more relevant to this study. Servant leadership as the biblical foundation for leadership was also reviewed.

The results from the study indicated that leadership has played a major role in the growth of CITAM. It is thus very important for strategic planning and structured leadership development for leaders and laity to be put in place for further sustainable growth.

It is also recommended that communication with members on various important programs and activities of the church should be enhanced. Succession planning at all levels should be implemented to ensure that there is no leadership vacuum whenever there is change of guard.
Master of Arts in Child Development (2007)

Psychosocial Needs of Children Affected by HIV and AIDS in Compassion Assisted Projects A Survey of Bushenyi Cluster

By Ouma, Gilbert

Supervisor Ezati Betty

Abstract
The study was carried out to identify the psychosocial needs of children affected by HIV and AIDS in Bushenyi cluster of Compassion International assisted projects in Uganda. Compassion International certainly plays an important role in addressing physiological needs of children affected by HIV and AIDS. Despite this, the problem has not been explicitly addressed. So scarce is the information about this aspect that it is very difficult to even establish the very needs the affected children face.

From a sampling of 103 affected children, the researcher administered semi structured questionnaires to a total of 100 out of which 70 were returned. Focus group discussions (FGDs) were also done with Church leaders, project workers and affected children in the projects. The findings were analyzed using Survey Gold, a web based programme. Themes were drawn and statistical information used to make inferences.

Findings show that the process used for allocating new homes for the affected children in Bushenyi cluster leads to psychosocial distress among the children and recipient caregiver. One outstanding issue to note is the fact that children between 9-12 years exhibited more psychosocial needs than any other group. Secondly, in spite of the fact that children seemed emotionally well adjusted and socially more competent than would be expected, there was a general feeling of anxiety and lack of knowledge regarding their parents’ death. The role played by project staff, church leaders, sponsors and teachers in encouraging and listening to the affected children seemed to have greatly influenced the way the children coped with death, loss and attendant risk factors prevalent in their social environments.
The study recommends that Compassion International works closely with its church partners towards instituting training of parents/guardians in the areas of disclosure of sero status, succession planning and positive parenting. In addition to establishing community counsellors familiar with local realities to offer security and supportive coaching to the children, the component of child counselling with a specific bias towards addressing psychosocial needs should be considered. Lastly, the age group 9-12 years showed psychosocial needs that demand immediate attention.
Coping Mechanisms Used by Underprivileged Children in Addis Ketema, Addis Ababa

By Bizuneh, Debebe

Supervisor Tesfay Shiferaw

Abstract
This thesis explored the experiences of resilient children who were caring and supporting younger siblings following devastation in a family structure. Thirty four participants aged 17-20 years provided the data. These are young people whose stressful life situation started at least 6 year prior to this research, and who had at least two dependent younger siblings living in their home. The death of parent or being bedridden are among life’s most difficult and stressful events to children. Child-headed families have become a common phenomenon in Sub-Saharan Africa partly due to the HIV and AIDS scourge.

Guided conversation/dialogue was the primary source of data collection. Data analysis involved the use of the grounded theory approach. Findings showed the year after the stressful situation was the most difficult year of coping, implying the need for greater support during that year. Moreover, the results revealed a remarkable transformation, after at least three years of struggle, moving toward recovery. The study shows that those that provide care and counselling of underprivileged children should encourage them to examine and accomplish new goals that would enhance self-efficacy and quality of life in their roles as heads of families.
Abstract
The study set out to examine the quality of social services provided to OVC, focusing on a case study of Ibanda CDC. Specifically, the research explored the nature of social services, its relevancy and adequacy, mechanisms of delivery and sustainability plans and options for social service delivery to OVC at ICDC.

While enormous resource input continues to be made in the pursuit of advocating for children in a holistic way, it is not yet empirically ascertained whether mission of supporting OVC holistically is being achieved. The study comprised both quantitative and qualitative approaches. The sample size was 120 OVCs and 120 caregivers. An interview schedule was the instrument that was used to enhance interaction between the researcher and the key informants. Focus group discussions for ICDC program staff, management team and community leaders were held.

The findings show that the nature of social services offered at ICDC were holistic and integrated, comprising spiritual support services, psychosocial services, socio-economic security (SES) services as well as health and education services. SES services were found to be scanty, weak and in infancy. The core implementation strategies for social services delivery at ICDC included children participation, direct service provision and community empowerment. Sustainability plans and options at ICDC for social service delivery that were evident included social and physical infrastructure such as land, buildings, community leadership and partnership. Financial sustainability was found to be weak.

The researcher recommends diversification and quality improvement of SES services, targeting OVC households in service delivery and adaptation of models such as cycles of hope in SES services, memory book in psychosocial support, COPE in health services and whole school approach in education services in enhancement of social service delivery at ICDC.
Abstract
This study was designed to ascertain the knowledge, attitudes and practices about HIV and AIDS among vulnerable adolescents in Compassion International assisted projects (CIPs) in Bugiri District. CIP adolescents are constantly exposed to HIV and AIDS prevention messages, an extra input to the national effort to saturate the population of Uganda with knowledge about HIV and AIDS. Despite these efforts, adolescents are still susceptible to early sexual activity and teenage pregnancies, which predisposes them to HIV and AIDS.

This study employed a cross-sectional study conducted among 150 adolescents in CIPs in Bugiri District in Eastern Uganda. Quantitative and qualitative data was collected. Quantitative data was gathered using interviewer administered questionnaires, while qualitative data was collected using focus group discussions.

The findings showed that 94.7% of the respondents had heard about HIV and AIDS. Skin rash (68.1%), diarrhea (62.4%) and weight loss (59.6%) were the commonly known symptoms and signs of HIV and AIDS. Sexual intercourse (85.9%) and contact with infected blood (67.8%) were identified as the main ways of HIV transmission. Abstinence (88%), condom use (57.7%) and being faithful to one partner (56.7%) were cited as methods of preventing HIV transmission. Seventy-seven percent of the respondents had a positive attitude towards testing for HIV. Forty six percent of the sexually active respondents had had two sexual partners in the three months prior to the study. Some respondents showed lack of adequate knowledge on the HIV transmission and spread.

Close to thirty five percent (34.7%) of the respondents are engaged in risky sexual practices which predispose them to HIV and AIDS. There is need to develop a strategy of converting the high level of knowledge and positive attitude into safer sexual practices.
A Study of Child Mothers in Compassion International Assisted Project in Kabale Cluster Kabale District

By Olwol, N. A. Flavia

Supervisor Rueben Musiime

Abstract
The investigation aimed at finding out the needs and challenges of young mothers who are in Compassion International assisted project in Kabale Cluster. Compassion International focuses on the neediest children in communities to release them from poverty in a holistic approach. A number of girls, however, get pregnant and get children before they are ready. The study analyzed the challenges and needs of these child Mothers.

Data was collected by use of an interview. Key informants (elders in local churches, project workers and caregivers/parents) also provided the data. Data was also collected through focus group discussions. The findings of the research indicate that poverty, limited sexual education and sexual abuse among others, are the main causes of teenage pregnancies. The challenges faced by child mothers range from maternal and infant mortality, limited assistance from the father of the child and poor participation in the project. The needs identified among majority of the child mothers are financial, spiritual and lack of moral assistance from their caregivers/parents, project workers, church leaders and the community. The church has not formulated any organized intervention plan to mitigate against this problem.

From the results, the researcher recommends partnership among the following; Compassion International, the church, policy makers and the community leaders in order to address the issue of child mothers. There is need to formulate and design a curriculum to offer learning opportunities for the young girls and to step up sensitization among all stakeholders.
The Influence of Complementary Care on Identity Development of Adolescents; A Case Study of Compassion Assisted Adolescents in Masaka District.

By Mukhwana, Fredrick

Supervisor Vicki Owens

Abstract

This study examined the influence of the Compassion Sponsorship Program on the identity development of assisted adolescents. Participants ranging in age from 14-22 years, with their corresponding caregivers completed questionnaires to assess their perception of parental support compared to project staff, as an influence on their identity development. Caregiver’s views about their involvement and responsiveness to the assisted adolescents’ needs were also sought. The results indicate that the sponsorship Program has had a significant influence on the identity development of assisted adolescents and caregivers’ sense of responsibility.

Project staff are seen to be more supportive in giving the adolescents both socio-emotional and material support than their caregivers. They act as better role models when compared to their caregivers and have greatly influenced the adolescents’ values. Adolescents revealed that they respected the project staff because of their democratic approach as they encourage them to participate in decision-making, which is not the case in most of their homes. A significant number of caregivers have surrendered their major roles in supporting their children both socio-emotionally and materially to Compassion Sponsorship Program. From the findings, a framework has been developed for positive adolescent development.

The study identified two major building blocks in adolescents’ identity developments. To begin with, were external ones such as caring adults with an authoritative parenting style and are good role models; second there were internal ones, which include the adolescent’s self-esteem, sense of purpose and personal values. The role the caregivers play in nurturing their adolescents has effects on their identity. It is recommended that a curriculum be put in place for equipping caregivers in parenting and entrepreneurial skills. Adolescents also need more
quality time with their caregivers. Discipleship of the adolescents, who confess to be born again, is important so that they can have an informative style of life rather than a normative one based on conformity.
Influence of Single Parenting on the Socio-Emotional Development of the Youth in Kampala Cluster

By Tugumisirize, Rosa Hope

Supervisor Ezati, Betty

Abstract
The process of socializing a child is primarily the responsibility of the parents. The parents ensure that a child is taught the right values and can tell right from wrong. This calls for the cooperation of both parents. However, there is an increase of single parent families in Uganda. This study was designed to establish the influence of single parenting on the socio–emotional development of youth in Kampala. The study employed a descriptive correlation research design.

Qualitative and quantitative data was collected. These involved interviews and focus group discussions. 100 youth participated in a self administered questionnaire with 30 more youth, 20 parents and 10 school managers participating in focus group discussions. The Parents were also stratified according to their marital status. Statistical Package for Social Sciences (SPSS) was used for data entry and analysis.

The findings show that there is no significant difference in the self esteem of the youth staying in single parented homes with those staying in both parented ones. Findings further revealed that there is no relationship between self esteem of the youth and conflict management style. It was revealed that sex does not influence self esteem. The results also show that children from compassion assisted projects in Kampala cluster have low self-esteem. It is, therefore, recommended that partner churches and Compassion International evaluate their approach to socio-emotional development with the aim of improving impact.
Factors, Nature and Extent of Children in Conflict with the Law in Addis Ababa

By Rebu, Yoseph Imana

Supervisor Habtamu Wondimu

Abstract
Early studies in Ethiopia show that delinquency problem has its roots in the emergence of children on the streets; a vagrancy phenomenon. In early 1940s and 1960s juveniles were arrested for deviant behavior like vagrancy (Tesfaye, 1998). Vagrancy, a rootless wandering dangerous class (Crowther, 2000) indicates behaviors of delinquency (Diressie, 1999). Later studies of 1970s gave indications that the issue of vagrancy (delinquency) is becoming a threat to the tranquility and social orders of the society.

Social control theory and related social bond elements were assessed among comparative groups; juveniles in a remand home (77) and juveniles in a high school (49), a non delinquent control group and a non delinquent group. Delinquents’ guardians, (21) were interviewed, too. Police records informed the nature and prevalence of the problem.

The data show significant statistical differences between the two juvenile groups. Parents’ instability, single parenthood & siblings’ runaways; poor home leadership (fathers), child-guardian attachments and community service; watching violent films and not rewarding performance, were all linked to delinquency. Embracing protestant faith and mothers working at home are associated with non delinquency. The research hypothesis “poor parenting predicts delinquency behaviour” was tested and accepted at the 5% level. Investment in juveniles early in life, unleashing the potential of community social workers and protestant communities are recommended for prevention, minimization or mitigation of delinquent behaviors.
Impact of Parental Support and Home Environment on School Achievement in Adolescents Supported by Compassion in Kampala.

By Kartayeba, Kenneth K.

Supervisor Betty Ezati

Abstract
This study sought to find out how parental support and home environment impact school achievement in adolescents supported by Compassion International, Uganda. The study used parental support and home environment as the independent variables with the school achievement as the dependent variable. Major indicators for parental support included home work support, career guidance, love and affection, provision of food, shelter, medical care, provision of scholastic materials and clothing. Indicators for home environment included availability of reliable lighting, amount of domestic workload (housework), distance from school and number of people living in the house compared to number of rooms. Indicators for school achievement (the dependent variable) included school grades, leadership responsibilities and the level of participation in co-curriculum activities, discipline, nature and number of friends.

The study was descriptive and conducted in Kampala Custer. Respondents were adolescent children who have completed primary leaving examinations (PLE) and supported by compassion under the church owned projects. The findings of this study indicated that compassion supported children’s school achievement is average. The average school achievement was attributed to the fact that supported children attend poor performing Universal Primary Education (UPE) schools since most of them are from a poor backgrounds. The study also revealed that parents do offer reasonable support to their children to enable them to achieve in school; however due to poverty, home environment was found not to be conducive to school achievement.

There is need for more activities that encourage parents to give their children support which includes textbooks, enough lighting, reduced household chores, proper accommodation, enough food, quiet environment, reading space and socio-emotional support to achieve better results at school.
The Nature and Level of Adolescent Participation in Child Focused Development Programs

By Taddesse, Tsehaywota

Supervisor Tesfaye Shiferaw

Abstract
The Convention on the Rights of the Child (CRC) proposes participation of children as one of their rights. Child focused organizations have incorporated child participation as an operational principle in their program implementation. Compassion International (Ethiopia) advocates that children have roles in decisions affecting their own development and takes participation as an indicator for positive child development.

The purpose of this study was to assess the nature and level of adolescents’ participation and to find out enabling and inhibiting factors. The study employed both qualitative and quantitative research approaches. Questionnaires, interviews, focus group discussions and observations were used to gather data. Actual samples were picked using stratified and systematic random sampling methods. A total of 243 adolescents (50.6% females and 49.4% males), and eighteen project workers responded to questionnaires.

The results show that participation is understood in terms of interests’ and responsibilities of adolescents. The level of adolescent participation decreases while going up to a higher level of the Hart’s ladder. Participation in guideline preparation, financial decisions, administration, and evaluation of adults of serving children is low. The results also indicated that adolescents’ participation requires skills, knowledge, facilities and good adolescent adult relationship. A relationship that focuses on adolescent-adult partnership was found to be the most recommended strategy to ensure effective participation of adolescents in the study projects.
Abstract
This research looks at Gudifecha (one of the most popular traditional child rearing practices among the Oromo people) Vis-à-vis the Child Rights Convention (CRC). The study aimed at describing the said practice and evaluating it in the light of CRC to identify the major child rights violations committed by the community and suggesting ways and means of curbing and/or minimizing the violation. Though the practice is rampant in Oromo, the scope of the study concentrated on Ghinchi area in Western Oromiya region of West Shewa.

The researcher used judgemental and snowball sampling methods to clearly mark and identify the informants. Accordingly, 84 informants were identified; 25 were adopted children while 59 were adopters and community elders. The data were collected through questionnaires, interview and Structured Group Discussions (SGD). The findings of the research clearly shows that Gudifecha is a good social institution that gives children shelter, food and clothing. However, it violates some of the major rights of these adoptee as set out in the CRC. These major violations include rights relating to the consent, identity, and child labour.

The research shows that most of these violations are due to ignorance of the adopters on the knowledge related to CRC, poverty, and traditional/cultural practice. The data also indicates that the violations of these rights are significant at 95% level of confidence. Therefore, all the concerned stakeholders should take due action to protect the rights of the children. The researcher further makes the following recommendations recognize Gudifecha at regional and national level so as to end violations against children’s rights reared up under the practice.; revisit Gudifecha institution and create a policy that protects the interests of the children involved; incorporate children’s rights in school curricula, and create awareness of the public about child related laws and conventions.