

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY FINAL EXAMINATION PAPER

JULY 2005

TITLE PAPER : SEMINAR IN BUSINESS

COURSE TITLE : BA 515

TIME ALLOWED : TWO (2) HOURS

- INSTRUCTIONS :**
- (1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SEVEN (7)**
 - (2) THE PAPER CONSISTS OF SECTION A AND SECTION B.**
 - (3) ANSWER SECTION A WHICH IS COMPULSORY AND ANY THREE (3) QUESTIONS IN SECTION B.**
 - (4) THE MARKS AWARDED FOR A QUESTION /PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION / PART OF QUESTION.**
 - (5) WHERE APPLICABLE, ALL WORKINGS MUST BE CLEARLY SHOWN.**

NOTE: MAXIMUM MARKS WILL BE AWARDED FOR GOOD QUALITY LAYOUT, ACCURACY, AND PRESENTATION OF YOUR WORK.

THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

!!!GOOD LUCK!!!

SECTION A: COMPULSORY

COSMOPOLITAN MAGAZINE

In January 1980, Cosmopolitan magazine (with a circulation of over 3 million) ran an 80-question survey concerning the social habits and attitudes of American females. Over 106,000 questionnaires were returned to Cosmopolitan. Linda Wolfe, the author of an article and a book based upon the returned questionnaires, indicated great enthusiasm for the research based on the sample size generated. She noted that a previous, more academic study had “only 6,000 women” and another had “at best, a few hundreds” in their respective samples.

After noting that the sample isn't everything, she emphasized the great dispersion of the respondents in variables such as age, marital status, size of city and income. This diversity was part of her argument that this sample represented American females.

Relevant results for respondents by age were: 18 – 24 (47%), 25 – 34 (40%), 35 and over (11%), with 2% being under 18. The results by marital status were: single (44%), married (40%), divorced / separated (15%), and widowed (1%).

Because not all Cosmopolitan readers responded to the questionnaires, there was concern that the results did not represent all Cosmopolitan readers and also did not represent American females in general. The research report indicated that while all Cosmopolitan readers might not have exactly the same attitudes, the results “can probably be descriptive of most Cosmopolitan readers”. As for American women as a whole, the author noted that she was reasonably certain that results for American females in general wouldn't be much different.

Required:

- (a). What is the study population in this case? (5marks).
- (b). What is the sample frame used in this study? (5marks).
- (c). What sampling procedure was used? (5marks).
- (d). Is this study superior to previous academic studies based upon the larger sample size?
How was their sample size determined? (5marks).
- (e). List *five non – sampling errors* that might be present in this study? (5marks).

SECTION B (ANSWER ANY THREE QUESTIONS).

Q2. (a). Enumerate the key *differences* between *a scale* and *an index*. (5marks).

(b). From the following data, calculate the *discriminative power (DP)*:

Group	No. in Group	1	2	3	4	5
High (Top 25%)	18	0	2	4	6	6
Low (Bottom 25%)	18	2	16	0	0	0

(10marks).

(c). i. What is meant by *coefficient of reproducibility*? How can it be calculated? (5marks).

ii. If there are 200 responses and 15 of these are found to be inconsistent. Calculate the coefficient of reproducibility. (5marks).

Q3 (a). Enumerate the reasons for engaging in Sampling. (12marks).

(b). Discuss the rules for coding. (13marks).

Q4. (a). Define the term "*Concept*". (5marks).

(b). Distinguish between "*Conceptual definition*" and "*Operational definition*" (5marks).

(c). Write briefly on the following:

(i). Hypothesis

(ii). Taxonomy

(iii). Logic-in-use and Reconstructed Logic.

(iv). Ordinal Measurement.

(v). The Pretest – Post Test Design. (15marks).

Q5. (a). What do you understand by the word “Measurement”? (10marks).

(b). To what extent are Validity and Reliability relevant to the issue of Measurement? (15marks).

Q6. Write a short paper to be delivered to the B. Com IV students preparing for Internship programme on Interviewing using the following guidelines:

(i). What do you understand by the method of interviewing? (5marks).

(ii). The principles of interviewing. (7marks).

(iii). Its pros and cons. (8marks).

(iv). Likelihood problems associated with interviewers. (5marks).

Q7. Hypothetical Data on the Distribution of Judge’s Selection for one item under the Thornstone Technique is as follows:

<u>Category No.</u>	<u>No. of Judges.</u>
1	0
2	10
3	20
4	35
5	60
6	80
7	49
8	30
9	15
10	1
11	0

From the above data, compute:

- (a). The Cumulative Percentage. (6marks).
- (b). Draw its Ogive graph to show the necessary Quartile values. (14marks).
- (c). Calculate the coefficient of ambiguity. (5marks).