

# **UNIVERSITY OF SWAZILAND**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF BUSINESS ADMINISTRATION**

#### **FINAL EXAMINATION PAPER**

**MAY 2007**

**(IDE STUDENTS ONLY).**

**TITLE PAPER : SEMINAR IN BUSINESS**

**COURSE TITLE : BA 515**

**TIME ALLOWED : TWO (2) HOURS**

- INSTRUCTIONS :**
- (1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS FIVE (5)**
  - (2) THE PAPER CONSISTS OF SECTION A AND SECTION B.**
  - (3) ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO (2) QUESTIONS FROM SECTION B.**
  - (4) THE MARKS AWARDED FOR A QUESTION /PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION / PART OF QUESTION.**

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

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

**GOOD LUCK!!!**

**SECTION A (ANSWER ALL QUESTIONS)**

**Q1.** The manager of YENUSA Company observes that the morale of her employees is low. She thinks that if the working conditions, the pay scales, and the leave benefits of the employees are improved, their morale will also improve. She doubts, however, that increasing the pay scales is going to raise the morale of all employees. Her guess is that those who have good side incomes (by doing other work in their own time) will not be motivated by higher pay. You have been called upon to research about their case.

(a). State the problem definition of the researcher for this situation. (5marks).

(b). Develop four different research hypotheses you will like to consider for this case. (20marks).

**Q2 (a).** Explain David Easton's classifications of theory. (5marks).

(b). How can conceptual definition be used in research to enhance communication? (10marks).

(c). Why is it important to know the methodology of research? (10marks).

**SECTION B: (ANSWER ANY TWO QUESTIONS).**

**Q3.** "Literature Review is optional in a formal Research". To what extent is this statement true? Justify your stand. (25marks).

**Q4 (a).** Outline the main differences between quantitative and qualitative research in terms of: *the relationship between theory and data; epistemological considerations; and ontological considerations.* (10marks).

(b). Discuss some of the main influences on social research. (15marks).

**Q5 (a).** Differentiate between *cluster sampling* and *stratified sampling method.* (15marks).

(b). "Scaling describes the procedures by which we assign numbers to measurements of opinions, attitudes, and other concepts" Discuss some of the factors you would consider before selecting a measurement scale. (10marks).