UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JULY 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 SIX (6)

(2) THE PAPER CONSISTS OF SECTION A AND SECTION B.

(3) ANSWER ANY TWO (2) QUESTIONS FROM EACH SECTION.

(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 / CALCULATIONS MUST BE CLEARLY SHOWN.

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 ANY TWO QUESTIONS).

Q1. (a). Discuss the controversy of Theory – before – Research versus Research – before – Theory. Which strategy do you think more accurately reflects the process of scientific research? Why? (13marks).

(b). List and describe the *intrinsic factor* that may jeopardize internal validity of research designs. (12marks).

Q2. (a). What are the various levels of measurement? Why are the differences between the levels of measurement important? (15marks).

(b). Define the concept "reliability" and discuss the ways of assessing it. (10marks).

Q3. (a). *The content of a cover letter is particularly important in mail questionnaires.* Enumerate *four* characteristics a cover letter should have. (12marks).

(b). Discuss the problems associated with *interviewers* in interviewing method of collecting data. (13marks).

SECTION B (ANSWER ANY TWO QUESTIONS).

Q4. (a). Distinguish between *conceptual* and *operational* definitions. (10marks).

(b). Briefly enumerate the *four* levels of theory. (15marks).

Q5. (a). What are the *criteria* of coding schemes? (10marks).

(b). Explain the three methods of statistical control. (15marks).

Q6. Hypothetical Data on the Distribution of Judge's Selection for one item under the Thornstone Technique is as follows:

Category No.	No. of Judges.
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).