

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

FINAL SUPPLEMENTARY EXAMINATION PAPER

JULY, 2008

(FULL TIME / IDE STUDENTS).

TITLE PAPER : RESEARCH METHODOLOGY

COURSE TITLE : COM 400

TIME ALLOWED : THREE (3) 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 QUESTIONS IN 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 / 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.

SECTION A (COMPULSORY)

Q1. Write a short paper to be delivered to 4th year students preparing for Internship programme on interviewing using the following guidelines:

- (i). What do you understand by the method of interviewing? (10marks).
- (ii). The principles of interviewing. (10marks).
- (iii). Its benefits and limitations. (10marks).
- (iv). Likelihood problems associated with interviewer. (10marks).

SECTION B (ANSWER ANY THREE QUESTIONS).

Q2 (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 business research? (10marks).

Q3 (a). Why are research questions important in the overall research process? (10marks).

(b). What are the main characteristics of good research questions? (10marks).

Q4 (a). Explain David Easton's classifications of theory. (10marks).

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

Q5. (a). Differentiate between validity of findings and validity of measurement. (10marks).

(b). When is it appropriate to use nonparametric statistics in research? (10marks).