UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

MAY, 2009

(*FULL TIME / IDE STUDENTS*).

TITLE OF PAPER : RESEARCH METHODOLOGY

COURSE CODE : COM 400

TIME ALLOWED : THREE (3) HOURS

TOTAL MARKS : 100 MARKS

INSTRUCTIONS :

(1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)

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

(3) ANSWER THE QUESTION IN SECTION A WHICH IS COMPULSORY AND ANY THREE (3) QUESTIONS IN SECTION B.

(4) THE MARKS ALLOCATED 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. *"We can teach methods of analysis, yet any extensive research requires something equally important: an organization or synthesis which provides the essential structure into which the pieces of analysis fit".* Examine this statement and show **practically** how a good research report may be prepared. You must be detail in your discussions as well as examples you may be given to earn good mark.   (40marks).

SECTION B (ANSWER ANY THREE QUESTIONS).

Q2. Kruskal-Wallis Test is a general version of the Mann-Whitney test. Given that:

$$H = \frac{12}{N(N+1)}\sum_{j=1}^{k}\frac{T_j^2}{n_j} - 3(N+1)$$

Where, T_j = sum of ranks in column j; n_j = number of cases in jth sample;
$N = \sum w_j$ = total number of cases;   k = number of samples.

and $$C = 1 - \left\{\frac{\sum_{i}^{G}(t_i^3 - t_i)}{N^3 - N}\right\}$$

where G = number of sets of tied observation;   and t_i = number tied in any set i.

Also, $H' = H/C$, and d.f. = k – 1. Given the following price differentials data:

One Lilangeni		Three Emalangeni		Five Emalangeni	
X_A	Rank	X_B	Rank	X_C	Rank
6	1	8	5	9	8.5
7	2.5	9	8.5	9	8.5
8	5	8	5	11	14
7	2.5	10	11.5	10	11.5
9	8.5	11	14	14	18
11	14	13	16.5	13	16.5

Calculate the value of total T_j; H, C, H', and d.f.   (20marks).

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Q3. Develop the management-research question hierarchy for a management dilemma you face at work or with an organization for which you volunteer.   (20marks).

Q4. Evaluate Lincoln and Guba's alternative criteria for the evaluation of qualitative research.   (20marks).

Q5 (a). Explain the meaning and significance of the concept of *Standard Error* in sampling analysis.   (10marks).

(b). Discuss the *properties* of a good *"estimator"* in research.   (10marks).

Q6 (a). What is a *cross-sectional research design*?   (6marks).

(b). What are the main points difference between *Computer-assisted qualitative data analysis* (CAQDAS) and quantitative data analysis software like SPSS?(7marks).

(c). Enumerate the limitations of content analysis.   (7marks).