

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JULY, 2010

(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 ANY TWO QUESTIONS FROM EACH SECTION.**
 - (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 (ANSWER ANY TWO QUESTIONS)

Q1(a). Discuss the attributes of conceptual definitions in order to be useful in research. (10marks).

(b). "Science is not any general or particular body of knowledge; science is united not by its subject matter, but by its methodology"

Discuss this statement, and examine the basic postulates underlying this method. (15marks).

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 j th 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:

<u>One Lilangeni</u>		<u>Three Emalangeni</u>		<u>Five Emalangeni</u>	
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 $d.f.$ (25marks).

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- Q3.** Develop the management-research question hierarchy structure for a management dilemma that may likely face any organization of your choice. (25marks).

SECTION B (ANSWER ANY TWO QUESTIONS).

- Q4 (a).** "It is never safe to take published statistics at their face value without knowing their meaning and limitations". Elucidate this statement by enumerating and explaining three major factors which you would consider before using any published data. (13marks).
- (b).** What are the reasons usually adduced for sampling? (12marks).
- Q5 (a).** What factors could be responsible for interviewer error? (9marks).
- (b).** Elucidate the four dimensions of extra linguistic behaviour. (8marks).
- (c).** Mention four key skills an observer should possess. (8marks).
- Q6 (a).** What is *content analysis*? (5marks).
- (b).** Discuss the limitations of content analysis. (20marks).