

# UNIVERSITY OF SWAZILAND

## FACULTY OF COMMERCE

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### MAIN EXAMINATION PAPER

MAY, 2011

*(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 (2) 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.**

**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).** Further useful advice on relating your own work to the literature can be gleaned from an examination of the ways in which articles based on qualitative research on organizations are composed. There must be a clear and compelling framework around which the writing is structured. Research suggests that the way the author's position in relation to the literature is presented is an important component of storytelling.

**Required:** Discuss the two processes in the ways that the literature is conveyed according to Golden-Biddle and Locke's research work. (15marks).

**(b).** What do you understand by the term meta-analysis? (10marks).

**Q2 (a).** Outline the different stances on ethics in business research. (15marks).

**(b).** Do sampling problems render online surveys too problematic to warrant serious considerations? Clearly explain your stand. (10marks).

**Q3 (a).** Discuss the three forms of ethnographic writing. (12marks).

**(b).** To what extent can some qualitative research be deemed to exhibit the characteristics of a natural science model? (13marks).

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

**Q4 (a).** What do you understand by the term structured observation? (7marks).

**(b).** Identify the main sampling strategies in systematic observation. (8marks).

**(c).** Discuss the potential pitfalls in devising coding schemes. (10marks).

**Q5 (a).** What are the main ways of thinking about the reliability of the measurement process? (10marks).

**(b).** Enumerate the limitations of focus group. (15marks).

**Q6.** Elucidate the Lincoln and Guba's alternative criteria for evaluating qualitative research. (25marks).

*UNISWA: Faculty of Commerce; Dept. Of Business Administration.  
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