

# **UNIVERSITY OF SWAZILAND**

## **FACULTY OF COMMERCE**

### **DEPARTMENT OF BUSINESS ADMINISTRATION**

#### **MAIN EXAMINATION PAPER**

**MAY, 2012**

(FULL TIME / IDE STUDENTS)

<b>TITLE OF PAPER</b>	<b>:</b>	<b>RESEARCH METHODOLOGY</b>
<b>COURSE CODE</b>	<b>:</b>	<b>COM 400</b>
<b>TIME ALLOWED</b>	<b>:</b>	<b>THREE (3) HOURS</b>
<b>TOTAL MARKS</b>	<b>:</b>	<b>100 MARKS</b>
<b>INSTRUCTIONS</b>	<b>:</b>	<b>(1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)</b>
		<b>(2) THE PAPER CONSISTS OF SECTION A AND SECTION B.</b>
		<b>(3) ANSWER ALL THE QUESTIONS IN SECTION A WHICH ARE COMPULSORY AND ANY TWO (2) QUESTIONS IN SECTION B.</b>
		<b>(4) THE MARKS ALLOCATED FOR A QUESTION / PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION/PART OF A QUESTION</b>
		<b>(5) WHERE APPLICABLE, ALL WORKINGS / CALCULATIONS MUST BE CLEARLY SHOWN</b>

**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.****Question1.**

- I. Present the generally accepted research proposal structure and explain in detail the purpose of components of this structure (30marks).
- II. What purpose does a cover letter serve in the research process and what message must it communicate to the respondent? (20marks). **[Total marks 50]**

**SECTION B.ANSWER ANY TWO QUESTIONS FROM THIS SECTION.****Question2.**

- a) Explain the relationship between probability sampling and generalizability of research findings (15marks).
- b) Explain the difference between cross sectional design and longitudinal research design(10marks) **[Total marks 25]**

**Question3.**

Discuss the concept of ethics and ethical considerations you will take into account in a taste, test survey for a recently launched beer brand **[Total marks 25]**

**Question 4.**

What are the differences between Structured and Unstructured interviews? Under what situations will you recommend the use of both structured and unstructured interviews in one research study?

**[Total marks 25]**

**Question 5.**

Discuss the following Business research concepts:

- a) Probability sampling methods (15 marks)
- c) Bi-variate statistics (10 marks) **[Total marks 25]**

**Question 6.**

- a) What attributes will you use to evaluate the usefulness of information and the sources of information? (10 marks)
- b) How does an abstract add value to your final research document? (15marks)  
**[Total marks 25]**

**END OF QUESTION PAPER!!!!!!!!!!!!!!!!!!!!!!**