UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINSTRATION

SUPPLEMENTARY EXAMINATION – JULY 2013

TITLE OF PAPER: RESEARCH METHODS 1

COURSE CODE: BA400 FULL TIME

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. THE NUMBER OF QUSTIONS IN THIS PAPER FOUR (4).
2. SECTION A IS COMPULSORY.
3. ANSWER ANY TWO (2) QUESTIONS IN SECTION B.
4. THE MARKS TO BE AWARDED FOR EACH QUSTION ARE INIDCATED ALONGSIDE THE QUESTION.

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AS WELL AS FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER, MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A

A lecturer at William Pitcher Teacher's College wanted to see if students taught through group discussions perform better than students who taught through the lecture method. He randomly assigns his class to two groups and then gives them a test. He then proceeds to teach one group through group discussion and the other one through the lecture method. At the end, he gives the two groups another test to see if their performance was different.

a) What research design did the lecturer use in this study? Give reasons for your answer?

          10 marks

b) State the research problem in question form   5 marks

c) In coming up with the two groups, which sampling design was used?
   Explain why this sampling design was appropriate   5 marks

d) State a null hypothesis you would come up with in this study   5 marks

e) Which of the two groups was the control group   5 marks

f) If the group taught through group discussion performed better than the group taught through the lecture method, what tentative conclusions would the lecture come to?   5 marks

g) If there were no significant differences in the performance of the two groups, what tentative conclusions would the lecturer draw?   5 marks

h) Explain two (2) strengths and two (2) limitations of using documents as sources of research information   10 marks

SECTION B

Question 1
    a) Explain fully how you would validate a questionnaire   10 marks
    b) What steps would you take in the construction of a questionnaire   10 marks
    c) What do you understand by heterogeneity of the population   5 marks

Question 2
Giving examples where applicable, differentiate between:
    a) Population and sample   10 marks
    b) Hypothesis and assumptions   10 marks
    c) What do you understand by non-sampling error   5 marks

Question 3
    a) Discuss the probability sampling method   20 marks
    b) Why do structured interviews schedules typically include mainly
       closed questions   5 marks