

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**  
**MAY, 2013**

---

---

**TITLE OF PAPER : RESEARCH METHODS (2)**

**COURSE CODE : BA 401 FULL TIME**

**TIME ALLOWED : TWO (2) HOURS**

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (4)**
  - 2. SECTION A IS COMPULSORY.**
  - 3. ANSWER ANY TWO (2) QUESTIONS IN SECTION B**
  - 4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED 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 researcher conducted a study to see the attitudes of male and female teachers towards having mentally challenged pupils in regular classroom. N=195. He used a scale type that involved ALWAYS, SOMETIMES and NEVER to show degree of acceptance of the mentally challenged pupils. Below are the results:

Sex	ALWAYS	SOMETIMES	NEVER	TOTAL
MALES	10.8% (14)	40% (52)	49.2% (64)	100% (130)
FEMALES	12.6% (8)	24.6 (16)	63% (41)	100% (65)

- a) Give a suitable heading to this table 5 marks
- b) Formulate a null hypothesis for this study 5 marks
- c) Discuss any three of the following 30 marks
  - i) Grounded theory
  - ii) Ethnography
  - iii) Case Study
  - iv) Phenomenological
- d) Briefly describe information that should appear in a good abstract 10 marks

## SECTION B

### Question 2

A telephone survey has been identified by the management committee of Conco as a suitable survey method to drive a research project. The unit of the research project is *employee's perception on sport activities at Conco*.

Use the following question types to formulate questions that will form part of the questionnaire. The questions must form a logical unit and at the same time address the unit of the project. The questions must be a clear, example of the type specified (two questions for each section).

- |                                  |        |
|----------------------------------|--------|
| a) structured question           | 5marks |
| b) dichotomous question          | 5marks |
| c) multiple choice question      | 5marks |
| d) filter and follow up question | 5marks |
| e) open ended question           | 5marks |

### Question 3

Discuss inferential statistical procedures and their purpose 25 marks

### Question 4

- a) Points of central tendency are a middle point around which the data revolve. There are three measures of central tendency. Describe the characteristics and applications of each of these measures 10 marks
- b) When a relationship exists between two or more variables in a research study, statistics can explain the strength and directions of such relationships. Elaborate on and explain which statistics can be used as well the meaning of "direction" and "strength" of a correlation coefficient. 10marks
- c) What do you understand by ANOVA and when can it be used? 5 marks