

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

TITLE OF PAPER : RESEARCH METHODS

COURSE CODE : COM 400 IDE

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (5)**
 - 2. SECTION A IS COMPULSORY.**
 - 3. ANSWER ANY THREE (3) 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) Sampling is of the utmost importance for any researcher, because it is impossible to study a complete population. Discuss the various sampling designs that can be appropriate for a quantitative study. 25 marks
- d) Explain what bias in research means and discuss how the presence of bias can be acknowledged and detected. 5 marks

SECTION B

Question 2

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

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) open ended question | 5marks |

Question 3

Why is important to adhere to research ethics in conducting research in educational and social science

20 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

Question 5

Discuss the procedures for writing a literature review

20 marks

Question 5

What are the main features of the survey design and what are the limitations to this research design

20 marks