UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

DECEMBER, 2013

TITLE OF PAPER   :   **RESEARCH MEHODS**

COURSE CODE   :   **BA 300 FULL TIME**

TIME ALLOWED   :   **THREE (3) HOURS**

INSTRUCTIONS: 1.   THE NUMBER OF QUESTIONS IN THIS PAPER = SIX (6)

            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 ODERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDERED FOR USE OF RELEVANT EXAMPLESS.

SPECIAL REQUIREMENTS: NONE

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

SECTION A

Topic: What is the role of small businesses in poverty alleviation in Swaziland

(a) From the above topic develop a purpose for the study   5 marks

(b) Based on your purpose develop 4 research questions   5 marks

(c) Who do you think is going to benefit from the research   5 marks

(d) State the dependent and independent variable from the topic and justify them. 5 marks

(e) Develop 5 variables that would be useful when writing your literature review. 20 marks

SECTION B

Question 1

(a) The crucial problem with quantitative research is the failure of its practitioners to address adequately the issue of meaning. Discuss   10 marks

(b) If you were conducting an interview survey of around 500 people in Manzini what type of probability sample would you choose and why?   5 marks

(c) Outline the main advantages and limitations of secondary analysis of other researchers data   5marks

Question 2

(a) What are the main ways of thinking about the reliability of the measurement process? Is one form of reliability the most important?   10 marks

(b) What do each of the following terms mean;

i   Population

ii   Probability sampling

iii   Sampling frame

iv   Representative sample

v   Sampling and non-sampling error   10 marks

Question 3

    (a) Why might a survey researcher prefer to use a structured rather than an unstructured interview approach for gathering data?
          10 marks

    (b) Why have many business researchers been skeptical about the use of official statistics for research purpose?   10 marks

Question 4

    (a) Give reasons why you have to consider the reader when you write the literature review
          10 marks

    (b) Why is the literature review important to you as the writer?   10 marks

Question 5

    (a) What are the main differences between qualitative and quantitative research.15 marks

    (b) What does the researcher have to bear in mind when he/she considers drawing stratified random sampling and cluster sampling   5 marks