UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

DECEMBER, 2013

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TITLE OF PAPER   :   RESEARCH METHODS

COURSE CODE   :   BA 400 IDE

TIME ALLOWED   :   TWO (2) HOURS

INSTRUCTIONS: 1.   THE NUMBER OF QUESTIONS IN THIS PAPER = FIVE (5)

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 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

    (f) Give reasons why you have to consider the reader when you write the literature review

                                                          10 marks

SECTION B

Question 1

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

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

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) 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) 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

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

Question 4

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

Discuss the qualities of a probability sample   20 marks