UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JUNE, 2014

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

Question 1

The executive board of an asset management company wishes to consider a new training program. In order to be eligible for tax benefits, the mean income of trainees should not exceed E25 500. The board hires a research company to gather and make a recommendation; you are part of the group. In its report, the research company states a mean income of E20 000 .They further note that the standard deviation of the sample they drew is E3000 of the 75 employees they surveyed.

Answer the following questions in relation to the above situation.

A   What variable should be investigated?   1 mark

B   How should the data have been gathered?   2marks

C   State the statistical hypothesis   2marks

D   What is the aim of the research?   2marks

E   Discuss the best sampling technique to conduct the research, justify your choice 3marks

F   Discuss the most appropriate population for the research. Justify your choice   3marks

Question 2

Research can either be quantitative or qualitative. Critically compare these two types of research methods and provide examples of each.   15 marks

Question 3

A   Using a sample to draw a conclusion about some characteristics of a population that will obviously lead to errors. Discuss these errors and the resultant trade-offs   18 marks

B   What are the four levels of measurement   4 marks

Supplementary

SECTION B

Question 1

A. What do you think are the main reasons for writing a literature review? 10 marks

B. What are the differences between reliability and validity and why are these important for the evaluation of business research? 10 marks

C. What is stratified sampling give examples? 5 marks

Question 2

A Why might replication be important reoccupations of quantitative researchers, inspite of the tendency for replications in business research to be fairly rare? 10 marks

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

C Outline the main advantages and limitations of secondary analysis of other researchers data. 5marks

Question 3

A Discuss the qualities of a probability sample. 20 marks

B What are the goals of sampling? 5 marks

Question 4

A Carefully describe the proper use of a case study and then outline the advantages and disadvantages associated with the use of this research design. 20 marks

B The research hypothesis is a reasonable guess about some outcome. In what way is it different from a statistical hypothesis? Give reasons for your answer. 5 marks

Supplementary