UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER

DECEMBER, 2014

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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 = 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 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 "the usage of journals by faculty of commerce"

I	Develop a problem statement based on this topic?	5 marks
II	Develop 4 research objectives	10 marks
III	Design a close ended questionnaire for the above topic (5 questions)	20 marks
IV	How will you ensure the validity of your questionnaire	5 marks

SECTION B

Question 2

Compare correlative research and explanatory research   20 marks

Question 3

a) 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 as the meaning of direction and strength of a correlation coefficient

12 marks

b) Many researchers in social sciences make no distinction between interval and ratio data. Name one clear distinction between interval and ratio data and then discuss interval and ration levels of measurement in detail, using examples of where this kind of measurement is used.   13 marks (14 unisa

Question 4

Discuss the different types of validity and give examples   20 marks (160

Question 5

What do you understand by ethnography   20 marks