

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**  
**MAY, 2016**

---

---

**TITLE OF PAPER : RESEARCH METHODS**

**COURSE CODE : BA 401 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 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) Discuss in detail the results presented in the following Table

	Company A	Company B
Mean (minutes to do a job)	34.7	23.6
Standard Deviation	7.9	8.3

10 marks

B Discuss Ethnography in relation to:

Methodology

Data analysis

Research reporting

15 marks

## Section B

### Question 2

Explain in detail inferential statistical procedures and their purpose

25 marks

### Question 3

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

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).

Filter and follow up question

5 marks

Structured question

5 marks

Open ended question

5 marks

Multiple choice question

5 marks

### Question 4

(A) What is the typical process for developing questionnaires for markets where consumers speak a language other than English

15 marks

(B) Explain ten key issues in question designing.

10 marks