UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER

JUNE, 2016

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TITLE OF PAPER   :   RESEARCH METHODS

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 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) Why is the use of standardized analysis techniques important when examining data sets? How do they help to remove bias and how do they ensure that conclusions are defensible. 15 marks

(b) How can statistics be misapplied or misused and what can be the results of such abuse 10 mark

SECTION B

Question 2

Discuss ethics in research in relation to stakeholders, participants and researcher   25 marks

Question 3

(a) Discuss the Non Probability sampling method and give an example in each case 20 marks

(b) If you were conducting an interview survey of around faculty of commerce students what type of probability sample would you choose and why?   5 marks

Question 4

(a) Differentiate between validity of findings and validity of measurement   10 marks

(b) Define observation research. Discuss how observation research can be classified giving a practical example in each case.   15 marks

Question 5

(a) Discuss the factors that influence the choice of sample size   20 marks

(b) Explain 2 limitations of using documents as source of research information   5 marks