

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION PAPER
JANUARY, 2019

TITLE OF PAPER : RESEARCH METHODS

COURSE CODE : BA 300 /301 FULL TIME and/ IDE

TIME ALLOWED : THREE (3) HOURS

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER IS FIVE**
 - 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

Question 1

Why have many business researchers been skeptical about the use of official statistics for research purpose? 25 marks

SECTION B

Question 2

Discuss three different methods of data collection (Quantitative) 25 marks

Question 3

- (a) Discuss the different types of validity 12 marks
- (b) What do you understand by reliability? Discuss the different types of reliability 13 marks

Question 4

What do you understand by grounded theory? Give practical illustration 25 marks

Question 5

- (a) Discuss each of the following
 - 1. Exploratory research
 - 2. Correlational research
 - 3. Descriptive research 15 marks
- (b) What do you understand by probability sampling 10 marks