

**UNIVERSITY OF ESWATINI**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION**

**NOVEMBER 2019**

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**TITLE: BUSINESS RESEARCH METHODOLOGY**

**DEGREE: MASTER OF BUSINESS ADMINISTRATION (MBA)**

**COURSE CODE: BUS613**

**TIME ALLOWED – 3 HOURS**

**INSTRUCTIONS**

1. Write neatly and legibly.
2. Mark allocation should guide you on depth of answer
3. Answer only **FOUR** questions
4. Each question carries 25 marks

**DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR HAS GRANTED YOU PERMISSION  
TO DO SO**

### **QUESTION 1**

Providing the necessary examples, compare and contrast the quantitative and qualitative research approaches in business research. (25 marks)

### **QUESTION 2**

Discuss the concepts validity and reliability in quantitative research. What measures would you take, as a researcher, to enhance validity and reliability? (25 marks)

### **QUESTION 3**

Discuss the concept data trustworthiness in qualitative research. What measures would you take to enhance data trustworthiness? (25 marks)

### **QUESTION 4**

Write short notes on the following;

- a) Non-experimental research design
- b) Experimental research design
- c) Purposive sampling
- d) Convenience sampling
- e) Stratified random sampling

(25 marks)

### QUESTION 5

Discuss any five ethical issues in business research and how you would address each one of them as a business researcher. (25 marks)

### QUESTION 6

A commercial bank TPE has recently introduced a new electronic customer management system. The bank is concerned that while some of the employees have accepted the new technology and are using it some have not accepted it and resort to the old way of doing things. The bank hires you as business research consultant to assist in undertaking a systematic investigation on the issue.

Write short notes on a proposal for a qualitative study that would help the bank obtain information needed for their employees to improve the implementation of the new system.

Provide the following;

- a) Working title for the proposed study. (2)
- b) Unit of analysis (1)
- c) Main Research Question (2)
- d) Purpose of the study (2)
- e) Two sub-research questions (4)
- f) Research objectives (4)
- g) Three questions which you would ask during interviews.(6)
- h) How you would analyse data collected. (2)
- i) How you will attend to two ethical issues in the proposed study. (2)

**THE END**