

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**  
**DECEMBER, 2012**

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**TITLE OF PAPER : RESEARCH METHODS 1**

**COURSE CODE : BA 400 FULL TIME**

**TIME ALLOWED : TWO (2) HOURS**

- INSTRUCTIONS:**
- 1. THE NUMBER OF QUESTIONS IN THIS PAPER FIVE (4)**
  - 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 lecturer at the University of Swaziland is of the opinion that the semester marks of her students will be influenced by the nature of the assignments given to them. She decides to form two groups of students randomly. Both groups will have to work out assignments weekly, but one group will have essay type task and the other group a number of shorter questions

- |   |          |
|---|----------|
| a) State the research problem in question form                          | 5 marks  |
| b) State the null hypothesis  | 5 marks  |
| c) The alternative hypothesis   | 5 marks  |
| d) What is the sampling design was used                                 | 5 marks  |
| e) What advantages did this sampling design have in this study          | 10 marks |
| f) Name a dependent variable  | 5 marks  |
| g) Name an independent variable   | 5 marks  |
| h) What is the difference between qualitative and quantitative research | 10 marks |

## **SECTION B**

### **Question 2**

- a) Discuss the factors that influence the choice of sample size 20 marks
- b) Write short notes on Snowball sampling 5 marks

### **Question 3**

- a) What are the main features of the survey design and what are the limitations to this research design 20 marks
- b) Write short notes on Quota sampling 5 marks

### **Question 4**

- a) What is the purpose of the literature review to you as the writer 10 marks
- b) What is the purpose of the literature review to me as the reader 10 marks
- c) Explain 2 limitations of using documents as sources of research information. 5 marks

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