

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION PAPER**

**JULY, 2012**

(FULL TIME / IDE STUDENTS)

<b>TITLE OF PAPER</b>	<b>:</b>	<b>RESEARCH METHODOLOGY</b>
<b>COURSE CODE</b>	<b>:</b>	<b>COM 400</b>
<b>TIME ALLOWED</b>	<b>:</b>	<b>THREE (3) HOURS</b>
<b>TOTAL MARKS</b>	<b>:</b>	<b>100 MARKS</b>
<b>INSTRUCTIONS</b>	<b>:</b>	<b>(1) TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS SIX (6)</b>
		<b>(2) THE PAPER CONSISTS OF SECTION A AND SECTION B.</b>
		<b>(3) ANSWER ALL THE QUESTIONS IN SECTION A WHICH ARE COMPULSORY AND ANY TWO (2) QUESTIONS IN SECTION B.</b>
		<b>(4) THE MARKS ALLOCATED FOR A QUESTION / PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION/PART OF A QUESTION</b>
		<b>(5) WHERE APPLICABLE, ALL WORKINGS / CALCULATIONS MUST BE CLEARLY SHOWN</b>

**NOTE: MAXIMUM MARKS WILL BE AWARDED FOR GOOD QUALITY LAYOUT, ACCURACY, AND PRESENTATION OF WORK.**

**THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**Section A. Question 1. Compulsory:**

a) What is literature review and what purpose does it serve? **(25marks)**

b) Discuss probability sampling methods and non probability sampling methods that one can use in carrying out research. **(25marks)[Total 50 marks]**

**Section B. Choose any two questions from this section.**

**Question 2**

a) What are the characteristics of a research problem?**(10marks)**

b) In your research proposal one expects to find a section dealing with delimitations. In your final research report one expects to find a section dealing with limitations. Are these two concepts different? How?**(15marks)[Total 25 marks]**

**Question 3**

Why would you use secondary data in a research project? What challenges are associated with secondary data **[Total 25marks?]**

**Question 4.**

Explain the following research concepts:

a) Hypothesis. **(10marks)**

b) Interview error **(10marks)**

c) Informed consent **(5marks) [Total 25 marks]**

**Question 5.**

a). Explain the significance of Ethnography in research and circumstances where it is applicable in business research. **(15marks)**

b). Why are research professionals concerned about Plagiarism? **(10marks)[Total 25 marks]**

**Question 6.**

(a) Explain in detail the terms reliability and validity as used in research . **(15 marks)**

(b) Discuss ethical behaviour in respect of both the researcher and sponsor or the client interfaces. **(10 marks). [Total 25 marks]**