

UNIVERSITY OF ESWATINI

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

FINAL EXAMINATION PAPER; B.COM F/T & IDE

NOVEMBER 2019

TITLE OF PAPER : RESEARCH METHODOLOGY

COURSE CODE : BUS301/ BUS300

TIME ALLOCATED : THREE [3] HOURS

TOTAL MARKS : 100 MARKS

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS 5
2. ANSWER QUESTION 1 WHICH IS COMPULSORY AND THREE (3) OTHER QUESTIONS OF YOUR CHOICE
3. THE MARKS ALLOCATED FOR A QUESTION/PART OF A QUESTION ARE INDICATED AT THE END OF EACH QUESTION/PART OF QUESTION.
4. WHERE APPLICABLE, ALL YOUR WORKINGS/CALCULATIONS MUST BE CLEARLY SHOWN IN YOUR ANSWER BOOKLET

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

QUESTION 1. This question is compulsory

- i. Why is an abstract important when you prepare your research report? **(5 marks)**
- ii. Present a research proposal outline with a brief explanation of each proposal stage.
Your explanation of each stage **MUST NOT** exceed five (10) lines. **(20 marks)**

[TOTAL 25 MARKS]

QUESTION 2.

Explain in detail the advantages and disadvantages of;

- a. In-depth interviews (IDIs) **(13 marks)**
- b. Drop off questionnaires **(12 marks)**

[TOTAL 25 MARKS]

QUESTION 3.

A researcher, Mr Xolani was commissioned by the owners of a supermarket chain to research the relationship between management of three supermarkets and supervisors. The aim was to develop a course in human relations management for the managers that would be based on the observed strengths and weaknesses of the managers. No-one at the three branches was told about the purpose of the research. Everyone was in fact, thinking that the researcher's presence was aimed at determining the way in which customers' requests and complaints were being dealt with and its impact on the branch's management. The researcher wanted the interactions to be as natural as possible.

- i. Identify and explain different ethical issues that could arise from the researcher's contact in the above case **(15 marks)**
- ii. Explain sponsor ethical issues that a researcher must reject on ethical grounds **(10 marks)**

[TOTAL 25 MARKS]

QUESTION 4.

Discuss the sampling methods that you can use in a qualitative research

[TOTAL 25 MARKS]

QUESTION 5.

- i.** Why should a researcher be concerned about research gaps? **(5 marks)**
- ii.** Explain the different types of research gaps that a researcher should strive to work with **(20 marks)**

[TOTAL 25 MARKS]

GOOD LUCK!!!!