

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMERCE  
DEPARTMENT OF BUSINESS MANAGEMENT  
DIPLOMA IN MANAGEMENT**

**RESEARCH METHODS MDP 2004  
FINAL EXAMINATION – JUNE 2007  
TIME ALLOWED 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- Answer any **four** questions
- All questions carry 25 marks

**QUESTION 1**

Discuss the main stages you would go through in executing a research project.

[25]

**QUESTION 2**

The focus group discussion is so popular a method of conducting qualitative research that it is now taken as being synonymous with qualitative research itself. Show what you understand by this research method and highlight its advantages and disadvantages.

[25]

**QUESTION 3**

Given the task of carrying out a survey research project, show how you would go about designing an effective questionnaire for gathering your data.

[25]

**QUESTION 4**

Explain and illustrate the differences between the following:

- (a) Primary data and secondary data [6]
- (b) Qualitative research and quantitative research [6]
- (c) Ratio data and nominal data [6]
- (d) Basic research and applied research [7]

### **QUESTION 5**

- (a) Why might sampling be necessary in research? [10]
- (b) Describe any two probability sampling techniques a researcher can use, showing under what conditions you would recommend their use. [15]

### **QUESTION 6**

Discuss the major steps that a researcher has to undertake in quantitative data analysis. [25]

### **QUESTION 7**

In an experiment to study the health and longevity implications of smoking, a sample of 500 people were randomly selected, of which 300 were smokers and 200 were non-smokers. After an experimental period of 10 years, 50 smokers and 20 non-smokers had died.

- (a) Develop, from the above data, a cross tabulation and show both the row and column percentages for each cell. [10]
- (b) What relationship, if any, seems to be shown by the given data? [5]
- (c) Calculate the relevant statistic and test, at the 5% significance level, whether or not there is a relationship between smoking and death rate. [10]