

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH METHODS - MDP 2004

FINAL EXAMINATION - AUGUST 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any **Four (4)** Questions.
- (ii) All questions carry **25** marks each
- (iii) Questions may be answered in any order
- (iv) As much as possible, use relevant examples

QUESTION 1

Discuss the two main types of qualitative data analysis. **[25 Marks]**

QUESTION 2

Distinguish between:

- a) Description research and causative research. **[13 Marks]**
- b) Qualitative data and quantitative data. **[12 Marks]**

QUESTION 3

Briefly discuss the following:

- a) Attributes of good research. **[5 Marks]**
- b) Primary scales of measurement. **[5 Marks]**
- c) Likert and staple scales. **[5 Marks]**

- d) Quantitative research techniques. [5 Marks]
- e) Non - sampling errors. [5 Marks]

QUESTION 4

- a) Explain the framework of a research proposal. [15 Marks]
- b) Why is a research proposal important in business research? [10 Marks]

QUESTION 5

In what circumstances / situations would you use depth interviews as compared to the focus groups? [25 Marks]

QUESTION 6

- a) Why is a written report important in business research? [5 Marks]
- b) Discuss any two methods used in the analysis of quantitative data. [20 Marks]

QUESTION 7

Discuss the managerial value of business research. [25 Marks]

END OF EXAMINATION