NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH METHODS – MDP 2004

FINAL EXAMINATION – MAY 2011

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES
Answer any **four** questions.

INFORMATION TO CANDIDATES

- (i)　　All questions carry **(25)** marks each.
- (ii)　　Questions may be answered in any order.
- (iii)　Credit will be given **for the use of appropriate examples**.
- (iv)　This paper contains **seven** questions.

QUESTION 1

Explain the following :
- (a) Basic and applied research;　　　　　　　　　　**[5 Marks]**

- (b) Sample size determination;　　　　　　　　　　**[5 Marks]**

- (c) Primary scales of measurement;　　　　　　　　**[5 Marks]**

- (d) Likert scale;　　　　　　　　　　　　　　　　**[5 Marks]**

- (e) Semantic differential scale.　　　　　　　　　　**[5 Marks]**

QUESTION 2

- (a) What are the objectives of sampling?　　　　　　**[10 Marks]**

- (b) Discuss **one** method of probability sampling and **one** method of non-probability sampling highlighting their importance in business research.

　　　　　　　　　　　　　　　　　　　　　　　　[15 Marks]

QUESTION 3

Analyse the managerial value of business research. **[25 Marks]**

QUESTION 4

Explain the following research designs:

    (a) Exploratory research design; **[8 Marks]**

    (b) Descriptive research design; **[8 Marks]**

    (c) Causative research design. **[9 Marks]**

QUESTION 5

Distinguish between quantitative and qualitative research. **[25 Marks]**

QUESTION 6

Writing a research report is one of the most critical stages of the research process. Outline and explain the stages in report writing. **[25 Marks]**

QUESTION 7

Different qualitative data collection techniques are used which are appropriate to the research topic at hand. In what scenario would you use the following techniques:

    (a) Focus group; **[8 Marks]**

    (b) Depth interviews; **[8 Marks]**

    (c) Projective techniques. **[9 Marks]**

END OF EXAMINATION