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UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

RESEARCH METHODOLOGY

BAM TWO : Rubaga Evening

Duration: Three (3) hours

Instructions

Answer 4 questions

Do NOT WRITE on Question Paper

Question One (compulsory)

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task may have to learn on the job, rather than be provided with a detailed instruction manual showing them how to do it. This may occur in project-based work, for example, where each project brings new tasks and challenges to the project team.

In manufacturing industries, it is likely that it is easy to measure output, and knowledge of the transformation process is high - the tasks have been performed many times before. So behavioural or output controls are appropriate, and appraisal will focus on the behaviour of employees or on results and outcomes.

A situation where the knowledge of the transformation system is imperfect but measurement is easy might be a sales department. Management may not be aware of the exact processes involved by the sales team, and there may not be one 'right way' of making sales. However, measurement of sales is easy to do, so output controls may be used. The problem with this approach, however, is that it does not take into account external factors. It may be difficult to make sales in some markets, for example, and so appraising employees on results alone might be deemed unfair.

The ability to measure output may be difficult in certain activities, such as research work. Where people work in teams, measuring the output of the individuals within the team may be difficult. Some individuals may put in more effort than others, for example. If knowledge of the transformation process is also low, then the organisation may have to rely on personnel and clan controls. In such situations, the appraisal process may focus on traits.

***Suggest an institution to aid you answer the questions below.**

- a. Develop a research problem from the abstract (10 marks)
- b. Develop a conceptual framework for the study (8 marks)
- c. State the possible research design , approach and possible respondents for the study (7 marks)

Qn 2

- a) Explain the following different research designs : *Ethnography , Action Research , Case Study and Archival Research.* (8 marks)
- b) Distinguish between deductive and inductive research ? (8 marks)

Qn. 1

Control mechanisms for employees

Ouchi developed a model for helping to determine what types of controls are most appropriate for employees in different situations:

- Personnel controls, also known as clan controls, are based on fostering a sense of solidarity in the people who work for an organisation. If personnel believe in the objectives that the organisation is trying to achieve, then they will be motivated to work towards those objectives and will not require detailed supervision or control. Personnel controls include recruitment of people with the right attitudes, training and job design. These are closely related to appraisal systems based on inputs.
- Behavioural controls involve observing the employee - for example, the foreman on a production line watches the employees to ensure that the work is done as prescribed. Such controls are consistent with appraisal systems that focus on the behaviour of employees.
- Output or results controls that focus on measuring some aspect of work performed. Examples could include measuring the number of defective products. Appraisal systems based on results or outcomes are examples of output controls.

The type of control system that is appropriate depends on two variables - the ability to measure output, and the knowledge of the transformation process. Ouchi forms a matrix from these two that helps to determine what types of control system are most appropriate for a particular organisation:

		Knowledge of the transformation process	
		Perfect	Imperfect
Ability to measure output	High	Behavioural and or output controls	Output controls
	Low	Behavioural measurement	Personnel controls

Knowledge of the transformation process is low in situations where there is no obvious way to do a task. Those performing the

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- c) State the difference and relevance of validity and reliability of research tools (9 marks)

Qn 3

Uganda Martyrs University has asked you to design a proposal to establish why businesses are failing in Uganda particularly in KCCA. The available information to you is the computer which is fully connected to the internet. You are also at liberty to search other sources.

- a. Explain the procedure you would take to develop credible literature review (8 marks)
- b. Present a simple structure for this study (9 marks)
- c. What are the possible challenges for the study? (8 marks)

Qn. 4

- a. State at least 4 possible reasons why people carry out research (8 marks)
- b. State the difference between research methodology and research methods (9 marks)
- c. What are the problems you would face in carrying out research? (8 marks)

* Qn. 5

Uganda Martyrs University (UMU) is reviewing management . Management has decided to look critically at performance. In order to make this study, UMU Management has decided to look at management in the following: *Measurement of inputs; Behaviour in performance*, and; *Measurement of results and outcomes*.

- a. Suggest a relevant independent variable to which the University will be measure against and illustrate this with a conceptual framework. (10 marks)
- b. Suggest a possible research problem. (8 marks)
- c. Suggest a title for the study. (7 marks)

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Qn. 6

- a. Differentiate between study population and sample size? (8 marks)
- b. Differentiate and explain the difference between Qualitative Research, Quantitative Research and Triangulation? (9 marks)
- c. State and define at least any 4 types of sampling methods you may use in collection of data. (8 marks)