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**UGANDA MARTYRS UNIVERSITY**  
**FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT (BAM)**  
**BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT YEAR II (BAM) 2014/2015**  
**RUBAGA CAMPUS B**  
**RESEARCH METHODOLOGY FINAL ASSESSMENT**  
**DATE: December 12, 2014 TIME: 18:00HRS – 21:00HRS**

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**Instructions**

1. The examination has six (6) questions each carrying equal marks (25 marks)
2. Attempt only four (4) questions
3. Write eligibly and use relevant examples where necessary

**Question One**

Write short notes about the following

- a) Scales of measurement (10 marks)
- b) Research design (5 marks)
- c) Validity (4 marks)
- d) Reliability (4 marks)
- e) Sampling frame (2 marks)

**Question Two**

With examples, describe the non-probability and probability sampling techniques known to you (25 marks)

**Question Three**

a) An educational researcher believes that an alternative way to teach students about the conduct of research is through extensive reading of both well-designed and poorly-designed studies that have appeared in the research literature. That is, through extensive reading and critiques of existing studies, students would have a better understanding of research design and issues related to quality in research. The researcher wants to design a study to see if that approach is a more effective method than the traditional course.

- i) What is the researcher's hypothesis? (3 marks)
- ii) What are the independent and dependent variables? (3 marks)



- iii) Describe how each variable varies, that is, whether the variable is categorical; or continuous (3 marks)
- iv) The researcher will use two existing classes of Managerial Economics to conduct the study; one will be taught using the traditional syllabus and course plan and the other will be taught only through extensive readings. What design classification is being used and why does it fit that design? (3 marks)
- v) What are some potential confounding factors that might affect the results of the study? (3 marks)
- b) What are the salient issues that a research design must address? (10 marks)

#### **Question Four**

- a) With examples, clearly explain the merits and demerits of using questionnaires as data collection tools (10 marks)
- b) Write short notes about the following
  - i) Panel data (2 marks)
  - ii) Cross sectional data (2 marks)
  - iii) Secondary data (2 marks)
  - iv) Primary Data (2 marks)
  - v) Time series data (2 marks)
  - vi) Quantitative data (2 marks)
  - vii) Qualitative data (2 marks)
  - viii) Data coding (1 mark)

#### **Question Five**

- a) "It is never safe to take published statistics at their face value without knowing their meaning and limitations." Elucidate this statement by enumerating and explaining the various points which you would consider before using any published data. Illustrate your answer by examples wherever possible (12.5 marks)
- b) Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples (12.5 marks)

#### **Question Six**

- a) What is a research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points (10 marks)
- b) State the different steps of the research process according to Bailey (1982) (5 marks)

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c) Write short notes on:

- i) Statement of the Problem (2 marks)
- ii) Conceptual framework (2 marks)
- iii) Theoretical framework (2 marks)
- iv) Motivation in research (2 marks)
- v) Criteria of good research (2 marks)