

α

5.8

UGANDA MARTYRS UNIVERSITY

FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT

Bachelor of Business Administration and Management

Research Methodology

BAM II & BSC ACC. & FIN II

Date: 1.12.2015

Instructions

Time: 9:30 A.M - 12:30 P.M

Duration: 3 Hours.

Total Number of Questions: Six (6)

Questions to Attempt: Four (4)

Be neat and concise in your explanation.

Do not write in the question paper.

Additional instruction is provided in the answer booklet

DT
1-G

DT
19

QUESTION ONE:

25 MARKS

Research limitations are 1- phrase that a researcher must control and place limitation on one's conclusion.

- Define explicitly what you understand by a variable in research (2 Marks)
- Distinguish independent, dependent, intervening and moderating variables (4 Marks)
- *c. Your course mate has presented to you his topic as 'factors that determine the welfare of the community in Makerere Kivulu'. From the topic identify the dependent and independent variables (4 Marks)
- d. He has also requested you to identify some of the dimensions and draw a conceptual framework for his study (you are not supposed to present absolutely correct dimensions in this case) (15 Marks)

QUESTION TWO:

25 MARKS

- Distinguish research methods and research methodology (4 Marks)
- Research approach provides the orientation and the direction the researcher wishes to follow in conducting the research project. Identify the common types of research approaches (4 Marks)
- c. For each approach identified above, identify the major tools for data collection, analyses, and presentation of results (10 Marks)
- d. What do you understand by deductive and inductive explanations? When does a researcher decide to use each of the explanation (7 Marks)

QUESTION THREE:

25 MARKS

- What do you understand by Research Ethics (4 Marks)
- Identify the common ethical issues you would bear in mind when conducting an academic research (10 Marks)
- c. Research limitation is not the problem the researcher encounters in the course of conducting a research project. Comment (4 Marks)
- d. Use your understanding of research limitations, explicate the common types of limitations researchers encounter during their research projects (7 Marks)

QUESTION FOUR:

25 MARKS

- What is a research problem (4 Marks)
- b. According to Kotler (1992), strong performing firms are those that can stay in business for a good number of years. Dwivedi (2002) also found out that the ability of a firm to survive in business is an indicator of good financial performance. Further still, Richardson, Sonny & Suzan (1994) found out that 38 active British businesses went into liquidation in the third quarter of 1992 and in 1991 a total of 21,827 businesses failed compared to 15,051 in 1990. In Uganda, about 90% of Ugandan SMEs collapse within 3 years Katuntu (2005)

From the statement in b. above,

- Identify the problem the statements try to corroborate (6 Marks)
 - ii. What is the evidence that the problem indeed exists (4 Marks)
 - iii. Based on your analysis, when you compare British firms with the Ugandan ones, which country presents a fairer state of affairs (4 Marks)
- c. List sources from which research problem could be developed (7 Marks)

Ethical issues

- protect human participants
- Research done in a way that serves interest of individuals

QUESTION FIVE:

25 MARKS

- a. In one of your discussion sessions two weeks ago, a friend asked you to identify the sub-titles that should be included in part one of your research proposal to which you accepted. List the sub-titles (4 Marks)
- b. From the sub-titles you have listed, provide brief explanation on each of them (16 Marks)
- c. Why is work plan and budget important in preparing a research proposal (5 Marks)

QUESTION SIX:

25 MARKS

- a. Understanding unit of analysis and unit of inquiry helps in strengthening your conceptualization of a study. One of your course mates missed a lecture on the day this sub-topic was covered. He has asked you to explain to him the meaning of the two terms and also advise him how each of the words is used (8 Marks)
- b. Explain what you understand by population, sample, element, and subject. State how are they related (8 Marks)
- c. Sample size/determination is critical in research. Explain how you would determine a sample size from population (4 Marks)
- d. Discuss different sampling techniques that are classified under probability sampling method (5 Marks)

MERRY CHRISTMAS & HAPPY NEW YEAR

- Simple random
- Stratified
- Systematic
- multi stage

- How to determine a sample size for population.