UGANDA MARTYRS UNIVERSITY

Faculty of Business Administration and Management

BAM II

Research Methodology   **Course Code: REM 2101**

Date: 10.12.2014

Instructions:
Time: 9:30 A.M - 12:30 P.M.
Duration of the Examination: 3 Hours.
Total Number of Questions in the paper: Five (5)
Number of Questions to Attempt: Four (4)
<u>**Do not write in this question paper**</u>

Additional instruction is provided in the Examination scripts

QUESTION ONE

Social sciences research is one of the popular research areas that facilitate decision making in management and business studies. Your study of research methodology directly builds your competence in this area. Use your research methodology knowledge answer the following questions;

a) Explain what you understand by social science research   *(4 Marks)*

b) Examine the different knowledge areas that are sometimes preferred by different social groups as alternative to social science research   *(8 Marks)*

c) Identify and explain the key procedures involved in conducting research   *(13 Marks)*

QUESTION TWO

Understanding the different types of research offers students with the knowledge and techniques to decide on which approach to adopt for one's research. Depending on the research guide, the students then decides on the research type. Based on your understanding, clearly answer the following questions;

a) Examine the basic differences between basic and applied research techniques   *(8 Marks)*

b) Evaluate the main research benefits enjoyed by business managers   *(6 Marks)*

c) Examine the main attributes of a good research topic   *(11 Marks)*

QUESTION THREE

It's usually important to adopt certain techniques to enable you to refine your research idea. A well refined research idea is a lot easier to proceed with since it provides a clear direction to the research project. You have been requested to answer the following questions;

    a) Distinguish rational and critical thinking   *(5 Marks)*

    b) Explain to a friend the main benefits of rational and critical thinking as techniques for defining and refining research ideas   *(15 Marks)*

    c) Differentiate between deductive and inductive research explanations   *(5 Marks)*

QUESTION THREE

    a) Explain the benefits of literature review in any research project   *(8 Marks)*

    b) What are main characteristics of a good literature review   *(7 Marks)*

    c) Identify and explain the main sources of literature review commonly used by academics

                                                              (10 Marks)

QUESTION FOUR

    a) Distinguish between methodology and methods as commonly used in research *(6 Marks)*

    b) Explain the with illustration quantitative and qualitative research approaches *(12 Marks)*

    c) Explain descriptive, exploratory and explanatory studies   *(7 Marks)*

QUESTION FIVE

    a) Examine the common types of research designs used in research   *(14 Marks)*

    b) What do you understand by time dimension of research? Explain the common types of time dimensions used in academic research   *(6 Marks)*

    c) Examine critically what you understand by reliability and validity of research tools

                                                              (5 Marks)

QUESTION SIX

It is usually important for the researcher to clearly state the study population and take a clearly procedure in determining the sample size. This comes along with thorough understanding about the types of sampling procedure and determining sample sizes. Use the statements to answer the questions below;

    a) Distinguish population and sample   *(4 Marks)*

    b) Identify and explain different types of probability and non-probability sampling techniques   *(15 Marks)*

    c) What the common types of determining sample size   *(6 Marks)*