



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF ADMINISTRATION

OCTOBER/NOVEMBER EXAMINATION 2016

COURSE TITLE: RESEARCH DESIGN AND METHODOLOGY FOR BUSINESS DECISIONS

COURSE CODE: BUS 825

CREDIT UNIT: 2

Instructions:

1. Attempt question number one (1) and any other (2) questions.
2. Question number 1 carries 30 marks, while the other questions carry 20marks each.
3. Present all your points in coherent and orderly manner.

TIME ALLOWED: 2 hours

1

a. Explain in detail each one of the following research designs pointing out their strengths and weaknesses:

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| i. Case Study Research. | 2.5 marks |
| ii. Causal Comparative Research. | 2.5 marks |
| iii. Experimental Research. | 10 marks |

b. Describe seven different types of validity and also state why each one is important in research. 15 marks

2. Most research analysis seeks for ASYMMETRICAL relationships.

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| a. What are these? | 2 marks |
| b. Describe four types of asymmetrical relationships giving one example in each case. | 18 marks |

3. Critically evaluate nine different methods by which data can be collected during the research process. 20 marks

4

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| a. Describe the characteristics of a well-designed questionnaire. | 6 marks |
| b. Describe the rules that should be followed in developing a well-designed questionnaire. | 14 marks |

5

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| a. Describe at least five ethical standards that researchers should comply with | 5 marks |
| b. Discuss at least ten problems which confront researchers in developing Countries like Nigeria. | 15 marks |