



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**JULY 2017 EXAMINATION**

**Course Code:** BUS825  
**Course Title:** RESEARCH DESIGN AND METHODOLOGY FOR BUSINESS

**Credit Unit:** 2

**Instructions:** 1. Attempt Question 1 and any other two (2) questions

2. Question 1 is compulsory and carries 30marks while the other 2 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:
  - i. Case Study Research.  
(2.5marks)
  - ii. Causal Comparative Research  
(2.5marks)
  - iii. Experimental Research.  
(10marks)
- b. Describe seven different types of validity and also state why each one is important in research.  
(15marks)
2. Most research analysis seek for ASYMMETRICAL relationships.
  - a. What are these? (2marks)
  - b. Describe four types of asymmetrical relationships giving one example in each case.  
(18marks)
3. Critically evaluate nine different methods by which data can be collected during the research process.  
(20marks)
- 4 a. Describe the characteristics of a well-designed questionnaire.  
(6marks)

b. Describe the rules that should be followed in developing a well-designed questionnaire.

(14marks)

5 a. Describe at least five ethical standards that researchers should comply with. (5marks)

b. Discuss at least ten problems which confront researchers in developing Countries like

Nigeria.

(15marks)