



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MAY/JUNE 2012 EXAMINATION

BHM 644/744/BHM 763 for the old students : RESEARCH METHODS FOR
BUSINESS DECISIONS
TIME ALLOWED: 2HOURS

INSTRUCTION(S): (i) Attempt any three (3) questions of your choice.
(ii) Each question carry equal marks.
(iii) Present your answer legibly and logically using relevant
examples

1a) How would you define the following terms?

- i - Research
- ii - operational definition
- iii - variable
- iv - Hypotheses

1b) Identify and explain in clear terms the activities of the research process.

2a) What sources of research topics are available to you as a researcher?
Comment on each.

2b) In quantitative research testing, validity and reliability are given. Use this
statement to explain the issues involved in the validity of a research design.

3a) Enumerate the objectives of a business research proposal.

3b) Your consultancy outfit was recently commissioned to conduct a research on
the problem of private sector corruption in Nigeria. Outline and comment on the
structure of your research proposal that made it acceptable to your sponsor.

4a) What are the limitations of linear correlations as a technique for the study of
economic relations?

4b) An automobile dealer observes the following results on his business variables
for 6 months:

Month

Variable	1	2	3	4	5	6
X ₁	10	10	20	30	40	40
X ₂	0	1	2	2	3	4
X ₃	1	0	2	3	3	3

where,

X₁ = number of new cars sold per month

X₂ = number of 10 minute local TV Spot Advert during the month

X₃ = number of full-page newspaper advert during the month.

You are required to compute the simple correlation coefficient between X₁ and X₂, (r₁₂)

5) The social science research is based on the sampling of behaviours from a given population. Use this statement to:

- i) Differentiate between the term population and samples using illustrative diagram
- ii) Discuss fully the typology of the non-probabilistic sampling techniques.
- iii) In what ways are research data collected?