



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS  
SCHOOL OF MANAGEMENT SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**COURSE CODE:** BHM 744 **CREDIT UNITS:** 2  
**COURSE TITLE:** RESEARCH METHODS FOR BUSINESS DECISIONS  
**TIME ALLOWED:** 2 HOURS  
**INSTRUCTIONS:** 1. Attempt question number one (1) and any other two (2).  
30 marks each.  
2. Question number 1 is compulsory and carries while the other 2 questions carry 20 marks  
3. Present all your points in coherent and orderly manner

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

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

2)i) Differentiate between the term population and samples using illustrative diagram

ii) Discuss fully the typology of the non-probabilistic sampling techniques.

3) 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.

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

b In what ways are research data collected?

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

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