



**AFRICA
UNIVERSITY**

(A United Methodist-Related Institution)

"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MMS 301 RESEARCH METHODS AND REPORT WRITING

SEMESTER 1 : FINAL EXAMINATION NOVEMBER 2014(CONVEC)

LECTURER: MR P. TARAMBAWAMWE

TIME: 1HOUR

INSTRUCTIONS

ANSWER QUESTIONS AS INSTRUCTED IN EACH SECTION

Answer all Questions in the Answer Book provided.

Section A : Answer all questions by writing the letter corresponding to the correct answer.

A1 A research method in which subjects respond to a series of items in a questionnaire:

- a. random sample.
- b. target group.
- c. experiment.
- d. Survey.

A2: The core ingredients of a dissertation are:

- a) Introduction; Data collection; Data analysis; Conclusions and recommendations.
- b) Executive summary; Literature review; Data gathered; Conclusions; Bibliography.
- c) Research plan; Research data; Analysis; References.
- d) Introduction; Literature review; Research methods; Results; Discussion; Conclusion.

A3: Why is data analysis concerned with data reduction?

- a) Because far too much data is collected than is required
- b) Because we need to make sense of the data
- c) Because of the repetitions in answers to questionnaires
- d) Because the sample size has been exceeded

A4: Which of the following is not a data-collection method?

- a) Research questions
- b) Unstructured interviewing
- c) Postal survey questionnaires
- d) Participant observation

A5: What does 'sampling cases' mean?

- a) Sampling using a sampling frame
- b) Identifying people who are suitable for research
- c) Literally, the researcher's brief-case

d) Sampling people, newspapers, television programmes etc.

A6: We review the relevant literature to know:

- a) What is already known about the topic
- b) What concepts and theories have been applied to the topic
- c) Who are the key contributors to the topic
- d) All of the above

A7: Which comes first, theory or research?

- a) Theory, because otherwise you are working in the dark
- b) Research, because that's the only way you can develop a theory
- c) It depends on your point of view
- d) The question is meaningless, because you can't have one without the other

A8. If the study is carried out once and represent a snapshot of one point in time, then the study is _____

- a) Time related study
- b) Longitudinal study
- c) Cross sectional study
- d) Case studies

SECTION B

Define and explain using examples ANY TWO OF the following aspects, as they are applied in research.

B1. Probability methods of sampling. [6 marks]

B2. Methods of analysing data in a research [6 marks]

B3. Acknowledgements and Dedication. [6 marks]

SECTION C:

Write an essay answer on TWO of the following, approximately 1.5 pages in length for each.

C1: Briefly describe the steps involved in conducting a research project. WRITTEN IN ESSAY FORM. SHOULD GIVE AN EXAMPLE OF EACH STEP, PERHAPS USING YOUR RESEARCH QUESTION [20 marks]

C2. Explain the four different ways of obtaining primary data and state disadvantages and advantages of each. Use examples. [20 marks]

C3 Explain the different ways of administering questionnaires and state disadvantages and advantages of each [**20 marks**]