

Answer all questions

Time: Three Hours

1. (a) Research is a process for collecting, analysing and interpreting information to answer questions. But to qualify as research, the process must have certain characteristics. Explain such characteristics.
- (b) Describe two researchable issues in the field of commerce and entrepreneurship.
- (c) Describe the three stages of social science related research process.
- (d) Distinguish between "Pure Research" and "Applied Research".

(20 Marks)

2. (a) Every research study has two aspects: the *people* provide you with the 'study population', whereas the other three Ps furnish the 'subject areas'. Describe this citing examples in the field of commerce.
- (b) When selecting a research problem or topic there are a number of considerations to keep in mind which will help to ensure that your study will be manageable and that you remain motivated. Explain such considerations.
- (c) If a researcher does not know what specific research topic, idea, questions or issue he/she wants to research first he/she must go through some steps to identify research problems. Briefly explain such steps with examples in the field of commerce and entrepreneurship.

(d) The literature review is an integral part of the research process and makes a valuable contribution to almost every operational step. There are four steps involved in conducting a literature review. Briefly explain the four steps.

(20 Marks)

3. (a) Explain the meaning of the term 'Variable'.
- (b) If you are using a concept in your research study, you need to consider its operationalization, that is, how it will be measured. Explain operationalization of concept using examples in the field of commerce and entrepreneurship.
- (c) From the viewpoint of the unit of measurement, there are two ways of categorising variables. Explain such variables.
- (d) A hypothesis is important in terms of bringing clarity to the research problem. Specifically, a hypothesis serves some functions. Briefly explain such functions.

(20 Marks)

4. (a) Some of the commonly used study designs in quantitative studies can be classified by examining them from three different perspectives. Briefly explain such classification.
- (b) A before-and-after design can be described as two sets of cross-sectional data collection points on the same population to find out the change in the phenomenon or variable(s) between two points in time. Write five examples of research titles in the field of commerce and entrepreneurship which can be studied under the before-and-after study design.

- (c) In a study utilising the control group design the researcher selects two population groups instead of one, a control group and an experimental group. Illustrate this design with diagrammatic presentation using an example in your field of study.
- (d) Interview is one way to collect primary data. There are many situations in which interview is the most appropriate method of data collection. Discuss such situations in the field of commerce and entrepreneurship.

(20 Marks)

5. (a) There are a number of ways of determining the reliability of an instrument and these can be classified as either external or internal consistency procedures. Briefly explain such procedures.
- (b) The theory of sampling is guided by three principles. Explain the first principle with an example.
- (c) If the population is large, as in the case of a city, state or country, it becomes difficult and expensive to identify each sampling unit. In such cases the use of cluster sampling is more appropriate. Illustrate schematically the procedure for selecting a cluster sample with an example.
- (d) Broadly, there are four ways of communicating and displaying the analysed data. These are: text, tables, graphs, and statistical measures. Briefly explain those methods.

(20 Marks)