TEM 306 ASSIGNMENT

1. A. Face-to-face interview

 Face-to-face interview is a data collection method when the interviewer directly communicates with the respondent in accordance with the prepared questionnaire.

STRENGTH;

a.accurate screening

b.capture emotions and behaviors

c.makes the interviewer and the interviewee to stay focused

WEAKNESSES;

 a.cost

 b.quality of data by interviewer

 B. Postal interview

 When conducting postal interviews, the surveys are sent to the respondents through letter post.

STRENGTH;

a.quick to obtain results

b.it is cheap

c.no interviewer bias

WEAKNESSES;

a.might lie

b.low response rate

c. No way of knowing who answered the letter

C. Telephone interview

 Telephone interviews often take place during the early stages of the job interview process. Some recruiters will use them as a method of shortlisting; others as an opportunity to learn more about the candidates who are applying to work for them.

STRENGTH;

a.cost and time effective

b.wide geographic access

WEAKNESSES;

a.limited complexity of questions

b.intrusive for customers

1. A focus group discussion involves gathering people from similar backgrounds or experiences together to discuss a specific topic of interest. It is a form of qualitative research where questions are asked about their perceptions attitudes, beliefs, opinion or ideas. In focus group discussion participants are free to talk with other group members; unlike other research methods it encourages discussions with other participants. It generally involves group interviewing in which a small group of usually 8 to 12 people. It is led by a moderator (interviewer) in a loosely structured discussion of various topics of interest.

3. The outlines are;

i. Select a research topic and define the topic

ii. Review the literature

iii. Specify the data required

iv. Evaluate the secondary data

v. If a secondary data

▪ Gather desired data

If primary data

▪ Choose primary data collection

▪ Plan primary data collection

▪ Design the data collection instrument.

▪ Collect desired data.

vi. process and evaluate the data

vii. interpret result and draw conclusion

viii. formulate recommendation

ix. prepare and present findings.

4. a. Identification of the experts on a particular topic

 b. Determination of methodologies used in past studies of the same or similar topics

 c. Identification of key questions about a topic that need further research

 d. Assessment of the current state of research on a topic