



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS, AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CBM 202  
**COURSE TITLE** : Business Research Methods  
**DURATION** : 3 Hours  
**LEVEL** : 2.2  
**DATE** : 04/06/22

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer **ALL** questions in Section A and **Two (2)** questions in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets [ ]

**SECTION A [Total: 50 marks]**

**QUESTION ONE**

A cement manufacturing company (Lafarge) analyzed the effect of income on the demand for cement in Harare Urban area.

**Required**

- a) Identify the dependent and independent variables in this objective of the study. [2 marks]
- b) Formulate the research problem [6marks]
- c) Develop one research objective of this research [2Marks]
- d) Suggest a possible research design that can be used in this study and support why it is the most appropriate? [8Marks]
- e) State the type of data that can be used in this study and explain any one data analysis technique that can be used in the study [5Marks]
- f) Explain how each of sampling error may affect the validity of the study [2Marks]

**Indicate whether the sentence or statement is true or false**  
**marks]**

**[Total: 5**

- 1. Exploratory research seeks to investigate an area that has been under researched with preliminary data that helps shape the direction for future research.
- 2. Inferential statistics only allow to describe a population
- 3. Nonprobability sampling makes sense when the nature of the research is confirmatory
- 4. Exploratory research seeks to investigate an area that has been under researched with preliminary data that helps shape the direction for future research.
- 5. Comparative scales in marketing are for example Likert Scales.

**Select the appropriate answer Multiple Choice Questions**  
**Marks]**

**[Total: 20**

- 6. The final step in the research process is to:
  - A. Conduct a statistical analysis of data
  - B. Report the research results
  - C. Dismantle the apparatus
  - D. Clean the laboratory
- 7. A variable that is presumed to cause a change in another variable is known as:
  - A. Discontinuous variable
  - B. Dependent variable
  - C. Independent variable
  - D. Intervening variable

8. Conducting surveys is the most common method of generating
- A. Primary data.
  - B. Secondary data
  - C. Qualitative data
  - D. None of the above
9. Qualitative research is:
- A. Not as rigorous as quantitative research
  - B. Primarily concerned with the collection and analysis of numerical data
  - C. Primarily concerned with in-depth exploration of phenomena
  - D. Primarily concerned with the quality of the research
10. A measure is reliable if it provides consistent \_\_\_\_\_.
- A. Hypothesis
  - B. Results
  - C. Procedure
  - D. Sensitivity
11. When a number of researchers use the same operational definition to measure a variable and achieve the same results, the measure is said to be
- A. Instrumental
  - B. Reliable
  - C. Valid
  - D. Factual
12. In the traditional learning experiment, the effect of practice on performance is investigated. Performance is the \_\_\_\_\_ variable.
- A. Independent
  - B. Extraneous
  - C. Dependent
  - D. Control
13. What type of research would be appropriate in the following situation? Nestlé wants to investigate the impact of children on their parents' decisions to buy breakfast foods.
- A. Quantitative research.
  - B. Qualitative research
  - C. Secondary Research
  - D. Mixed methodology
14. Discrete variable is also called.....
- A. Categorical variable
  - B. Discontinuous variable

**SECTION B [TOTAL: 50Marks]**

**QUESTION TWO**

'Sampling techniques are an important component in research.' Evaluate the role of the following in sampling:

- (a) Stratified random sampling; **[8 Marks]**
- (b) Systematic sampling; **[8 Marks]**
- (c) Judgmental sampling. **[9**  
**Marks]**

**QUESTION THREE**

- (a) Discuss the main issues to consider when designing a questionnaire? **[18**  
**Marks]**
- (b) Explain why is a questionnaire important in a research survey? **[7 Marks]**

**QUESTION FOUR**

Discuss the components of a research proposal **[25Marks]**

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