



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS, AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CBM 222
COURSE TITLE : Business Research Methods
DURATION : 3 Hours
LEVEL : 2.2
DATE : 19 JAN 2023

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 any **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

Chris, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units. Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Chris is interested in collecting more detailed data on leadership. While he presently has total circulation figures, he feels that these understate the potential exposure of an advertisement in chemical topics. In particular, he feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. He wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since he feels that these details would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

Required

- a) Suggest a possible research design that Chris can use in order to answer his question **[2Marks]**
- b) Explain why this research design is the most appropriate? **[8Marks]**
- c) Suppose you are a junior researcher for chemical topics magazine, apply the steps involved in the research process. **[15Marks]**

Indicate whether the sentence or statement is true or false

[Total: 5 marks]

1. Literature Review will identify the work of previous researchers and it will evaluate their methodology.
2. Asking in a questionnaire for gender gives you Ordinal data.
3. Comparative scales in marketing are for example Likert Scales.
4. A cross-tabulation analyses two variables which are nominal or ordinal.
5. Nonprobability sampling make sense when the nature of the research is confirmatory.

Select the appropriate answer Multiple Choice Questions

[Total: 20 Marks]

6. Which of these is NOT a stage you will go through during the research process?
 - A. Reviewing the literature
 - B. Negotiating access
 - C. Filling in your questionnaires
 - D. Analysing data
7. In the process of conducting research 'Formulation of Hypothesis" is followed by A.
 - A. Statement of Objectives
 - B. Analysis of Data
 - C. Selection of Research Tools
 - D. Collection of Data
8. When conducting a review of literature on a particular subject, the researcher should A.
 - A. Read all available material on the subject.
 - B. Read the whole journal article and then decide whether or not it is useful.
 - C. Read strategically and critically
 - D. Read fully only those texts that appear to agree with his/her point of view
9. Qualitative research is:
 - A. Not as rigorous as quantitative research
 - B. 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. In order for a variable to be measured, a researcher must provide a
 - A. Operational definition
 - B. Hypothesis
 - C. Theory
 - D. Scale

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. There are various types of research designed to obtain different types of information. What type of research is used to define problems and suggest hypotheses?
- A. Descriptive Research
 - B. Primary research
 - C. Secondary research
 - D. Causal research
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. The outcome of what is being measured is termed:
- A. Independent Variable
 - B. Dependent Variable
 - C. Predictor variable
 - D. Hypothetical Variable
15. A statement of the expected relationship between two or more variables is known as the:
- A. Concept definition
 - B. Hypothesis
 - C. Problem statement
 - D. Research question

SECTION B [TOTAL: 50 Marks]

QUESTION TWO

- a) Explain the guidelines to be followed in construction of a questionnaire. [10 marks]
- b) Explain five advantages and five disadvantages of conducting telephone interviews as a method of data collection. [10 marks]
- c) Distinguish between validity and reliability in research. [5 marks]

QUESTION THREE

- (a) Explain how you would use the following sampling techniques.
 - (i) Judgment sampling.
 - (ii) Quota sampling
 - (iii) Snowball sampling[9 marks]
- (b) Compare and contrast the pros and cons of systematic and stratified sampling designs. [16 marks]

QUESTION FOUR

A marketing manager wants to determine the demand for toothpaste and buying habits of rural people. The research advisor is suggesting a research using and experimental research design, the marketing manager wonders whether a research is required for this, and if so, is an experimental research design suitable for this purpose.

- (a) Explain how you would advise the marketing manager [5marks]
- (b) Suppose the marketing manager opt to use questionnaires, explain the essentials of a good questionnaire [10marks]
- (c) Draft a suitable questionnaire to know the buying habits of rural people [10marks]

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