



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CBM 222  
COURSE TITLE : Business Research Methods  
DURATION : 3 Hours  
LEVEL : 2.2  
DATE : 31 JUL 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**

Suppose that a researcher is doing a study of the effects of the level of service provision on customers of financial institutions in Zimbabwe by collecting and analyzing data from employees and customers of particular institutions. The researcher came up with one specific objective, which reads:

To analyze the extent to which the level of service delivery of a financial institution influence customer satisfaction

**Required**

- a) Identify the dependent and independent variables in this objective of the study. [2 marks]
- b) State two sub-variables that the researcher can use to measure each of the two properties being studied. (i) Two for service delivery, and [3 marks]  
(ii) Two for customer satisfaction [3 marks]
- c) Formulate a research problem [6marks]
- d) In a study of the relation between factory workers' self-rated scores of job satisfaction and willingness to work overtime (on a scale of 1 to 5), the following results were found for six workers.

Job Burnout	4	3	4	3	5	3
Work Motivation	-2	3	1	2	1	2

Find the correlation coefficient between job satisfaction and willingness to work overtime. Round your answer to three decimal places. [11Marks]

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

[Total: 5 marks]

1. A cross-tabulation analyses two variables which are nominal or ordinal.
2. Inferential statistics only allow to describe a population
3. Nonprobability sampling make sense when the nature of the research is confirmatory
4. The word 'Often' is one of the ambiguous words that should be avoided in questionnaires.
5. A variable that is presumed to cause a change in another variable is known as dependant variable

*Select the appropriate answer Multiple Choice Questions*

[Total: 20 Marks]

6. Which of the following is not the source for getting information for exploratory research?
  - A. Content analysis
  - B. Survey
  - C. Case study
  - D. Pilot study
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. 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
  - C. Both A & B
  - D. None of the above
15. An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a -----
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- A. Depth Interview
  - B. Case Study
  - C. Focus Group
  - D. None of the above

**SECTION B [TOTAL: 75Marks]**

**QUESTION TWO**

Briefly explain the following types of data and further identify and justify the response strategy associated with each type of data. Make use of examples in each case.

- a) Nominal –scaled data [6 marks]
- b) Ordinal –scaled data [6 marks]
- c) Interval –scaled data [6 marks]
- d) Ratio – scaled data [7 marks]

**QUESTION THREE**

- a) Explain the steps/processes to be followed when preparing data for analysis [9Marks]
- b) The following concepts are topical in business research, give a brief explanation of these concepts;
  - i. Focus groups; [5 Marks]
  - ii. Likert scales; [5 Marks]
  - iii. Descriptive research design [6Marks]

**QUESTION FOUR**

You are doing a Master Dissertation and want to work empirically. The question you want to investigate is how Leadership Styles affect Job Satisfaction

- (a) Formulate a research problem for this research topic [6marks]
- (b) Develop any two research objectives [4marks]
- (c) State the type of data and any two data analysis techniques that can be used [3marks]
- (d) Draft a suitable questionnaire to know how Leadership Styles affect Job Satisfaction [12mark]

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