



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF HERITAGE, HUMANITIES & SOCIETAL ADVANCEMENT**

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**DEPARTMENT OF DEVELOPMENT, PROGRAMMING & MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : DPME105

**COURSE TITLE** : DATA COLLECTION METHODS FOR MONITORING AND  
EVALUATION

**DURATION** : 3 Hours

**DATE** : 05 DEC 2023

**INSTRUCTIONS TO CANDIDATES:**

1. Answer any THREE questions.
2. Each question carries equal marks.
3. Start each question on a new page of your answer sheet.

**NB: DO NOT TURN OVER THE QUESTION PAPER OR COMMENCE WRITING UNTIL YOU INSTRUCTED TO DO SO**

1. In a study on household food consumption patterns, what are some potential sources of semi-structured data that can be used to gather information on dietary habits, shopping behaviours, and food preferences?
2. When conducting a study on the impact of climate change on biodiversity in a specific region, what sources of data would be useful, and what collection methods would be most suitable for gathering the required information?
3. In a survey-based study on consumer preferences for a new product, describe the factors that researchers should take into account when determining the sample size needed to ensure reliable and statistically significant results.
4. As part of a market research project, you are planning to conduct a survey to gather information about consumer preferences for a specific product. Describe the key elements of survey preparation, including sample selection, questionnaire design, and administration methods. Moreover, discuss the various types of response bias that may affect the survey results and suggest techniques to account for and minimize these biases.
5. You are analyzing survey data on employee job satisfaction in a large organization. Describe three common response biases that can occur in survey responses and discuss their potential implications on the accuracy and interpretation of the results. Furthermore, suggest techniques or approaches to identify and address these biases in order to obtain more reliable insights into employee job satisfaction.

**END OF PAPER**

10/4 AM