



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CBM222  
COURSE TITLE : BUSINESS RESEARCH METHODS  
SPECIAL REQUIREMENTS :  
DURATION : 3 Hours  
LEVEL : 2.2  
DATE : 14 FEB 2024

**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** in Section B.
4. Begin each question on a new page in section B.
5. The number of marks for each question or part question is shown in brackets [ ]

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

**Answer all questions in this Section.**

**QUESTION ONE**

Media organizations in Zimbabwe operate in a turbulent environment which has necessitated the need to develop strategic responses to enhance their performance in the midst of the turbulence. "The media firms started facing challenges from technological advancements at the turn of the millennium in the year 2000. Currently, Covid-19 pandemic has been the current challenge facing the firms and therefore the need to come up with strategic response if they are to survive in the market. The objective of the study was to establish the effect of response strategies to Covid-19 on performance of Alpha Media. A case study research design was utilized in this study. The main collection of data was done using an interview guide.

**Required**

- a) Identify the dependent and independent variables in this objective of the study. **[2 marks]**
- b) Formulate a research problem **[8Marks]**
- c) Suggest any other possible research design that can be used in this study and support why it is the most appropriate? **[8Marks]**
- d) Draft any five question that can be included in the interview guide **[5Marks]**
- e) Identify any two measures of performance **[2Marks]**

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

**[Total: 5 marks]**

1. Inferential statistics only allow to describe a population
2. Research design is the specification of methods and procedures for acquiring the information needed to structure or solve problems.
3. Nonprobability sampling make 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. Information acquired by experience or experimentation is called empirical

**Select the appropriate answer Multiple Choice Questions [Total: 20 Marks]**

6. Which form of reasoning is the process of drawing a specific conclusion from a set of premises?

- A. Rationalism
- B. deductive reasoning
- C. inductive reasoning
- D. probabilistic

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. -----is generally information gathered or generated by the researcher for the purposes of the project immediately at hand.

- A. Primary data
- B. Secondary data
- C. Tertiary data
- D. Ready-made data

10. A measure is reliable if it provides consistent \_\_\_\_\_.

- A. Hypothesis
- B. Results

- C. Procedure
- D. Sensitivity

11 .....is NOT a part of modern methods of research.

- A. Basic research
- B. Conceptual research
- C. Philosophical research
- D. Empirical research

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. After collecting research data, it is necessary to \_\_\_\_\_ and interpret them.

- A. Conclude
- B. Analyze
- C. Write findings
- D. Observe

14. Discrete variable is also called.....

- A. Categorical variable
- B. Discontinuous variable
- C. Both A & B
- D. None of the above

15.....is one of the most common tasks of a researcher.

- A. Creating specific problem
- B. Starting business using research data
- C. Solving specific problems
- D. Using research for marketing

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

**QUESTION ONE**

A study to identify factors that are perceived to contribute to success in small businesses from the points of view of the small business owners and the trainers. The need for this study arose from the fact that a lot of small businesses perish no sooner they are started and there is lack of identified factors that could indicate the chances of success or failure of small businesses. In order to achieve the objective of the study, primary data was collected from a sample of small business owners in Chipadze and a sample of 10 trainers from Institute of Management.

a) Identify any three factors that might affect success of small businesses and how they can be measured

**[6marks]**

b) Formulate a research problem for the study

**[8Marks]**

c) Suggest any data collection instrument that can be used in this study and explain four benefits of selecting it

**[6Marks]**

d) Draft any five questions to be included in your instrument

**[5Marks]**

**QUESTION TWO**

Lafarge marketing manager claims that there is a strong positive correlation between advertising and revenue. This is contrary to what has been observed from the sales trend. The following data on sales and advertising for eight months was collected by research assistants in the marketing department.

Variable	January	February	March	April	May	June	July	August
Sales (Y)	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5
Adve (X)	3.9	4.4	5.8	6.6	7.0	7.1	7.3	7.7

- i. Identify the dependent and Independent variable [2Marks]
- ii. Suggest how the dependent and Independent variables can be measured [2Marks]
- iii. Calculate the correlation coefficient [15Marks]
- iv. Do you support Lafarge Marketing Manager's claim? Justify [2Marks]
- v. Estimate the amount of sales given that the constant is equal to \$12 and advertising expenditure is equal to \$9.5 [2Marks]
- vi. If advertising expenditure is increased from \$12 to \$15, calculate the change in sales revenue [2Marks]

**QUESTION THREE**

Discuss the components of a research proposal

[25Marks]

Variable	January	February	March	April	May	June	July	August
Sales	1.0	1.2	2.0	2.8	3.0	3.0	3.0	3.0
Advertising expenditure	1.0	1.4	2.0	2.8	3.0	3.0	3.0	3.0