



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

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DEPARTMENT OF ECONOMIS, MARKETING AND ENTREPRENUERSHIP

EXAMINATION PAPER

COURSE CODE : MBA522  
COURSE TITLE : RESEARCH METHODS  
SPECIAL REQUIREMENTS :  
DURATION : 3 Hours  
LEVEL : 5.2  
DATE : April 2024 08 APR 2024

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

**SECTION A (This question is compulsory)**

**Question 1**

**Read the case study below and answer the following questions**

A literature review is an evaluative report of information found in the literature related to your selected area of study. The review should describe, summaries, evaluate and clarify this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically. The objectives of literature review:

Expand understanding of the management dilemma.

Look for ways others have addressed and/or solved problems similar to the management dilemma.

Gather background information on the topic to refine the research questions.

Identify sources for and actual sample frames that might be used in sample design.

- a) What is the significance of literature review? (7 marks)
- b) Explain the need of review of the literature and enumerate the sources of review of literature. (10 marks)
- c) Describe the principles and procedures of review of literature. (5 marks)
- d) Define the term "Hypothesis" and Enumerate and characteristics of Hypothesis. (5 marks)
- e) Explain the nature and functions of a hypothesis in a research process.(7 marks)
- f) Enumerate the approachable hypothesis. (5 marks)

**SECTION B Answer any 3 questions. Each question carries 25 marks**

**QUESTION TWO**

Many of the criticisms levelled at quantitative research concern its positivist epistemology and quasi scientific methods. In particular, interpretivist argue that it is misleading to treat the social world as the same as the natural world” Do you agree with the interpretivists’ viewpoint? Motivate your answer. (20 marks)

**QUESTION THREE**

Discuss the significance of contextual understanding in qualitative research and the ways of obtaining it. Make use of empirical examples. (20 marks)

**QUESTION FOUR**

4. a) Distinguish between primary, secondary, and tertiary data sources as used in research (7 marks)

b). Explain the meaning and need of a research design (8 marks)

c. What are the factors that one should consider when deciding on a data collection method to adopt for his study? (5 marks)

**QUESTION FIVE**

What constitutes a successful research proposal? Identify its elements in detail. (20 marks)

3/8 am