



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CBM222
COURSE TITLE : BUSINESS RESEARCH METHODS
SPECIAL REQUIREMENTS :
DURATION : 3 Hours
LEVEL : 2.2 29 JUL 2024
DATE :

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Use of silent, non-programmable calculators is allowed
3. Section A is **COMPULSORY** and choose **TWO** questions 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]

QUESTION ONE

Zimbabwe Research Council carried a study on factors behind low participation of youth in small-scale businesses. Zimbabwe is facing high unemployment rates among the youth. This portrays a negative societal attitude towards entrepreneurship. There is need to change the 'get a job' mentality to that encouraging entrepreneurship. The findings were presented by use of descriptive statistics that include tables, frequencies and percentages. Regression analysis was also employed to assess the effect of each factor on youth participation in small business. The study investigated the causes of low participation of youth in small scale businesses and found out that few youth had been trained in business skills. There was clear evidence that the youth who had no formal schooling and those who were highly educated were less willing to participate in small scale businesses. From the study it was found out that there was wide choice of businesses for the youth. Lack of business finances was cited as the number one reason why the youth do not participate in small scale businesses. From the findings it was concluded that family background is a very strong impetus for the youth to participate in business and thus families need to encourage the youth into joining business. Regression results were obtained using SPSS. Below is the SPSS output.

Variable	Coefficient	Std. Error	t-Statistic	Prob
C	2.65	12.67	14.55	0.7052
Training	1.79	0.34	4.55	0.0050
Education level	0.12	9.67	15.56	0.0670
Access to finance	0.07	5.56	0.99	0.4060
Age	0.08	3.98	19.55	0.0000
Location	0.45	8.09	23.56	0.0467

- i. Identify the dependent variable in this study and state how it can be measured
- ii. [2Marks]
- iii. Is descriptive research design the best for this study? Justify [6Marks]
- iv. Identify any other two independent variables to be included in this study and suggest how the can be measured [4Marks]
- v. State the significance level for Training, Education, Age and Location [4Marks]
- vi. Briefly explain why family background was considered a key factor that affects youth participation in small business. [2marks]
- vii. Justify why Age and Location was included in the model [2Marks]
- viii. Interpret the regression results, pay attention to the magnitude of coefficients [5Marks]

Indicate whether the sentence or statement is true or false [Total: 5 marks]

1. Reliability means when the measurement is free from systematic error
2. Inferential statistics only allow to describe a population
3. Reviewing the literature is NOT a stage you will go through during the research process?
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. Hypothesis refers to a form of bias in which the subject tries to outguess the experimenter.

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

6. A theoretical framework
 - A. Elaborates the researchers among the variable
 - B. Explains the logic underlying these researchers
 - C. Describes the nature and direction of the researchers
 - D. All of the above
7. In the process of conducting research ‘Formulation of Hypothesis’ is followed by
 - A. Statement of Objectives
 - B. Analysis of Data
 - C. Selection of Research Tools
 - D. Collection of Data
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. 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. Discrete variable is also called.....
- A. Categorical variable
 - B. Discontinuous variable
 - C. Both A & B
 - D. None of the above
15. Which of the following refers to research supported by measurable evidence?
- A. Opinion
 - B. Empiricism
 - C. Speculation
 - D. Rationalism

SECTION B [TOTAL: 50Marks]

QUESTION TWO

- a) (i) Explain the three factors to be considered when selecting appropriate material for literature review **[7 marks]**
- (ii) Demonstrate key guidelines '5Cs' that should be followed when conducting a literature review **[6 Marks]**
- b) Explain the following research designs and give examples of situations where they may be applied when conducting a research study.
 - (i) Exploratory design **[6 marks]**
 - (ii) Descriptive design **[6 marks]**

QUESTION THREE

The world is facing a new challenge emanating from a novel pandemic (COVID-19). Stock markets around the world have fallen, many large financial institutions have collapsed, global economies have weakened or even fallen into a deep recession, and governments in developed and developing countries have had to come up with rescue packages. From a macroeconomic perspective, the crisis has thrown into questioning the standard models employed by academics, governments, central banks, and private sectors. The world's macro-economy, it seems, is radically more interconnected than we thought. You have just been recruited by an international research institution and your first assignment is to carry out a study on "The Consequences of COVID-19 on the Zimbabwean Economy".

Required

Draft the project proposal that you would use to carry out this study for approval by your supervisor. **[25 Marks]**

QUESTION FOUR

- (a) Distinguish between applied research and fundamental research [4mark]
- (b) What is a problem statement in research? [4marks]
- (c) The Building Industries Association were analyzing the effect that mortgage interest rates have on a number of building contracts undertaken in the Harare Urban area. For 12 quarters randomly selected from the past 10 years, average mortgage rates have been collected. The number of buildings completed in the quarter after the chosen mortgage rate quarter was collected (to allow time for mortgage rates to affect building contracts issued).
- i. Develop **two** research objectives from the information given [4marks]
 - ii. Formulate the research hypothesis [2marks]
 - iii. State the type of data and data sources for this research [2marks]
 - iv. Apply the steps involved in the research process [9marks]

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