



ZIMBABWE EZEKIEL GUTI UNIVERSITY

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FACULTY OF LAW AND BUSINESS INTELLIGENCE

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DEPARTMENT OF ENTREPRENEURSHIP, MARKETING AND ECONOMICS

**EXAMINATION PAPER**

**COURSE CODE** : MBA522

**COURSE TITLE** : RESEARCH METHODS

**SPECIAL REQUIREMENTS :**

**DURATION** : 3 Hours

**LEVEL** : 5.2

**DATE** : APRIL 2024

31 JUL 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**

Read the following abstract taken from a study:

Conflict in university setting is an inherent component of academic life. Leaders spend more than 40% of their time managing conflict. Department heads are in a unique position—they encounter conflict from individuals they manage and from others to whom they report such as a senior administrator in the position of Dean. There are very few studies that seek to ascertain the conflict management styles of department heads and how these impact leadership and professional development. This research study explored the conflict management styles of 20 department heads across a variety of disciplines and with varying levels of experience at a public university. Based on an analysis of conflict management styles, it is found that department heads, in general, have no formal conflict intervention framework and no professional development training to organize their conflict intervention strategies.

**QUESTION ONE**

- 1a). Develop an appropriate research topic? (5 marks)
- b) Develop a general and specific research objective. (3 marks)
- c) Formulate research hypothesis for this abstract. (3 marks)
- c). What research gap has this study attempted to address? (4 marks)
- d). What is the research design in terms of its purpose adopted in this study? When is this type of design most appropriate? (5 marks)
- e). Should this study have employed a quantitative or qualitative research approach? Explain. (10 marks)
- f). What are the finding(s) of this study and what implication(s) can be drawn? (10 marks)



## **SECTION B**

### **QUESTION TWO**

Literature review is very important component of research; you, as a researcher, must review literature for your research. Hence, answer the following questions.

a). What are the purposes of literature review? Discuss! (10 Marks)

b). What are the characteristics of good reviewing of literature? (10 Marks)

### **QUESTION THREE**

A Mobile manufacturing company is conducting research in an attempt to predict the model of mobile design consumers will desire in the year 2025. Explain which type of research. Why? (20 marks)

### **QUESTION FOUR**

What is the purpose of an abstract in research? List the major components of the abstract (20 Marks)?

### **QUESTION FIVE**

As a researcher, once data you have collected data, you need to proceed to data analysis; hence, answer the following questions.

5a. what are the descriptive data analysis techniques for quantitative research? Discuss. (10 Marks)

5b. what are the inferential data analysis techniques for quantitative research? Discuss. (10 Marks)