ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE	:	CBM222
MODULE TITLE	:	BUSINESS RESEARCH METHODS
DURATION	:	3 Hours
LEVEL	:	2.2
DATE	:	2 5 SEP 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 (Compulsory) and any other **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 [ ]
6. Show all workings, where applicable

SECTION A [Total: 50 marks]

QUESTION ONE

ZimTiles marketing manager claims that there is a strong positive correlation between advertising and revenue. Research assistants in the marketing department collected the following data on sales and advertising for eight months.

Variable	January	February	March	April	May	June
Sales (Y)	16	15	28	25	30	35
Adve (X)	39	45	58	66	54	71

i. Identify the dependent and Independent variable **[2Marks]**

ii. Suggest how the dependent and Independent variables can be measured

[2Marks]

iii. Do you support ZimTiles Marketing Manager's claim? Justify **[2Marks]**

iv. Estimate the amount of sales given that the constant is equal to $10 and advertising expenditure is equal to $7.5 **[2Marks]**

v. If advertising expenditure is increased from $13 to $16, calculate the change in sales revenue **[2Marks]**

vi. Calculate the correlation coefficient **[15Marks]**

vii.

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

1. A cross-tabulation analyses two variables which are nominal or ordinal.
2. Inferential statistics only allow to describe a population
3. Nonprobability sampling make sense when the nature of the research is confirmatory
4. The word 'Often' is one of the ambiguous words that should be avoided in questionnaires.
5. A variable that is presumed to cause a change in another variable is known as dependant variable

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

6. Which of the following is not the source for getting information for exploratory research?
  - A. Content analysis
  - B. Survey
  - C. Case study
  - D. Pilot study

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. 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. A measure is reliable if it provides consistent _____.
  - A. Hypothesis

B. Results

C. Procedure

D. Sensitivity

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. 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. 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. An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a ----------

A. Depth Interview

B. Case Study

C. Focus Group

D. None of the above

QUESTION TWO

Suppose that a researcher is doing a study on the effects of the level of advertising on profitability of commercial banks. The researcher came up with one specific objective which reads:

To analyze the effect of advertising on profitability

Required

a) Identify the dependent and independent variables in this objective of the study.

[2 Marks]

b) State two sub-variables that the researcher can use to measure each of the two properties being studied. (i) Two for advertising, and [3 Marks]

       (ii) Two for profitability [3 Marks]

c) Formulate a research problem [6 Marks]

d) In a study of the relationship between quality of clothes and the level of customer satisfaction (on a scale of *1* to *5*), the following results were found for six customers.

Quality of Clothes	5	5	4	3	5	4
Level of Customer satisfaction	2	3	1	2	1	2

Find the correlation coefficient between quality of clothes and customer satisfaction. Round your answer to three decimal places. [11Marks]

QUESTION THREE

a) Explain the steps/processes to be followed when preparing data for analysis

[9Marks]

b) The following concepts are topical in business research, give a brief explanation of these concepts;

    i.   Reliability;   **[5 Marks]**

    ii.   Likert scales;   **[5 Marks]**

    iii.   Validity   **[6Marks]**

QUESTION FOUR

You are doing an undergraduate dissertation and the question you want to investigate is how education level affect productivity

(a) State the type of data and any two data analysis techniques that can be used

[3marks]

(b) Develop any two research objectives   **[4marks]**

(c) Formulate a research problem for this research topic   **[6marks]**

(d) Draft a suitable questionnaire to gather data on this relationship   **[12mark]**

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