



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP
EXAMINATION PAPER

MODULE CODE : MBA522/ MSTM516
MODULE TITLE : BUSINESS RESEARCH METHODS
DURATION : 3 Hours
LEVEL : 1.2

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer question number **one (1)** in Section A (Compulsory) and any other **three (3)** questions in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []
6. Show all workings, where applicable.

Question 1: [40 marks]

UN / WORLD FOOD PROGRAMME CASH FOR CEREALS (CFC) PROGRAM

From November 2009 to March 2010 WFP operated a cash-transfer pilot, the Zimbabwe Emergency Cash Transfer Program (ZECT), in cooperation with Concern Worldwide). This targeted 59,000 beneficiaries as part of Vulnerable Group Feeding (VGF). Although ZECT improved cereal consumption among beneficiary households, beneficiaries were found not to have bought the full amount of oil or pulses, choosing instead to buy more grain. Also, the local prices of the higher value foods (oils and pulses) was higher than the cost of obtaining the food transfer at the international prices paid by WFP, due mainly to the high prices of beans in local markets, because beans are neither widely demanded nor widely available in rural Zimbabwe. Based on the above experiences under ZECT, in January to March 2011, WFP implemented a Cash-for-Cereal (CfC) activity in selected districts under the framework of Seasonal Targeted Assistance (STA) program. This large scale cash transfer program targeted 16,000 households (approximately 77,000 individuals) and was implemented by WFP through 3 partner NGOs – Concern Worldwide, Oxfam and GOAL. Beneficiaries received cash to access cereals whilst pulses and vegetable oil were provided in-kind. The amount of the transfer was based on WFP's 'food basket' for in-kind distributions, and a mixture of payment levels was evaluated, with flat rate of \$20 / household being used in the GOAL Wards, whilst in the Concern Worldwide Wards the amount is adjusted for household size, up to \$50 / household/month for a 10 person household. In all wards, the cash is being delivered and handed out using a Cash-in-Transit company, Safeguard, who use armed personnel. This Cash for Cereals program is now complete, and is currently being evaluated.

Questions

- a) Discuss the potential challenge of using household surveys to collect data for this research. (10 marks)
- b) Describe two quantitative data analysis techniques you might use to assess changes in food security among program participants.(15 marks)
- c) Discuss the ethical considerations involved in conducting research with beneficiaries of a food aid program. (15 marks)

SECTION B. ANSWER 3 QUESTIONS FROM THIS SECTION. EACH QUESTION CARRIES EQUAL MARKS (20 MARKS)

2. Imagine you are a researcher tasked with evaluating the effectiveness of a new government program aimed at reducing poverty. Discuss the ethical considerations you would need to address when conducting research with program participants.
3. Discuss the potential benefits and drawbacks of using online surveys to collect data for sociological research. How can researchers address the limitations of online surveys to ensure the validity of their findings?
4.
 - a) Explain the purpose of a literature review and how it helps researchers build upon existing knowledge.
 - b) Describe the different strategies researchers can employ to conduct a comprehensive literature review.
5. Critically evaluate the argument that a "stuck in the middle" position is always detrimental to a company's performance. Under what circumstances might a company successfully pursue elements of both cost leadership and differentiation? What are the challenges of such a hybrid approach?