



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 : 30 JUL 2025

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

A research project investigated the association between income level and religion. The findings are given in the following table known as the contingency table. Is income level associated with religion? Test this claim given that χ^2 critical is equal 9.56.

Religion	Income Level			
	High	Average	Low	Total
Christianity	12	16	9	37
Muslim	8	12	5	25
Hindu	16	14	12	42
Total	36	42	26	104

[25Marks]

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

1. Mixed methods research is labor-intensive and often requires interdisciplinary teams of researchers to collaborate.
2. Asking in a questionnaire for gender gives you Ordinal data.
3. Positivism research paradigm emphasizes the importance of understanding the subjective experiences of individuals?
4. A cross-tabulation analyses two variables which are nominal or ordinal.
5. Nonprobability sampling make sense when the nature of the research is confirmatory.

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

6. Conducting surveys is the most common method of generating
 - A. Primary data.
 - B. Secondary data
 - C. Qualitative data
 - D. None 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. When conducting a review of literature on a particular subject, the researcher should
 - A. Read all available material on the subject.
 - B. Read the whole journal article and then decide whether or not it is useful.
 - C. Read strategically and critically
 - D. Read fully only those texts that appear to agree with his/her point of view

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. The outcome of what is being measured is termed:
- A. Independent Variable
 - B. Dependent Variable
 - C. Predictor variable
 - D. Hypothetical Variable
15. A statement of the expected relationship between two or more variables is known as the:
- A. Concept definition
 - B. Hypothesis
 - C. Problem statement
 - D. Research question

SECTION B [TOTAL: 50 Marks]

QUESTION ONE

a) Briefly explain the conventions (5Cs) that are normally followed when reviewing literature **[10 marks]**

b) We live in a world full of problems, which researchers should seek for more solutions, for the world to become a better living environment (Masona, 2023).

Identify any problem that a business or society can face and apply all the steps followed in the research process. **[15 marks]**

QUESTION TWO

a) In a study of the relation between customers' self-rated scores of quality and willingness to pay (on a scale of 1 to 5), the following results were found for six customers.

Quality	4	4	4	3	5	6
Willingness to pay	6	3	4	2	5	2

Find the correlation coefficient between quality and willingness to pay. Round your answer to three decimal places. **[15Marks]**

b) Briefly explain the steps followed when preparing raw data for analysis **[10Marks]**

QUESTION FOUR

This study sought to identify factors that are perceived to contribute to success in small businesses from the points of view of the small business owners and the trainers. The need for this study arose from the fact that a lot of small businesses perish no sooner they are started, and there is lack of identified factors that could indicate the chances of success or failure of small businesses. In order to achieve the objective of this study, primary data was collected from a sample of 45 small business owners. Individual factor analysis was conducted in order to establish the factors pertinent to each group. The results of the analysis indicate that the small business owners perceive six factors as those contributing to success in their businesses: (i) Personal approach to business. (ii) Management ability. (iii) Business skills. (iv) Start - up Characteristics.

a) Identify the dependent and independent variables in this objective of the study. **[2Marks]**

b) State two sub-variables/Proxies that the researcher can use to measure each of the two factors being studied.

(i) Business skills

(ii) Management ability

[2marks]

c) Formulate a research problem

[6Marks]

d) Explain one method you would logically use to sample from each of the following main population groups of the study; (i) management members of the institution and (ii) Employees of the institution responsible for providing service. Justify your choices. **[6Mark]**

e) Suggest a possible research design that you can use in order to achieve the stated objective and support why it is the most appropriate? **[9Marks]**

ZIKOMO

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