

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

COURSE: BUSINESS RESEARCH METHODS

COURSE CODE: CBM202 15 July 2019

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer **two** questions from **Section A** and any other **two** questions from **Section B**
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

SECTION A

Answer any two questions from this section

Question 1

- a) With the aid of examples define the following terms:
- i) Business research (3 marks)
 - ii) Cohort study (3 marks)
 - iii) Target population (3 marks)
 - iv) Conceptual framework (3 marks)
 - v) Literature review (3 marks)
- b) With the aid of examples compare and contrast
- i) Positivism and Interpretivism (5 marks)
 - ii) Induction and Deduction (5 marks)
- (Total 25 marks)**

Question 2

Making use of examples, discuss the significance of the methodological layers found in Saunders, Thornhill and Lewis (2015)'s Research onion when undertaking a research study. (25 marks)

(Total 25 marks)

Question 3

'Probability sampling procedures produce reliable samples than non-probability sampling procedures'. In reference to various sampling techniques examine this proposition citing examples wherever necessary.

(Total 25 marks)

SECTION B

Answer any two questions from this section

Question 4

- a) Making use of examples describe the characteristics of a normal distribution. (8 marks)
- b) Making use of examples distinguish between the following:
- i) Parameter and Statistic (4 marks)
 - ii) Discrete data and Continuous data (4 marks)
- c) Making use of examples describe any four stages followed in the process of hypotheses testing (9 marks)

(Total 25 marks)

Question 5

- a) The sales of Chicken Inn Bindura's Large Pizza Hawaiian follow a normal distribution with mean 50 and variance 25.
Calculate the probability that on a specific day:
- i) More than 45 units will be sold (3 marks)
 - ii) Less than 60 units will be sold (3 marks)
 - iii) The units sold lie between 40 and 55 (4 marks)
- b) The management of Pepsi Zimbabwe wanted to figure out if the sales of their products differ geographically. Average daily sales of the four different geographical locations were recorded in favour of four product categories and tabulated as follows:

Average sales for different Geographical Locations

<i>Product Range</i>		Chipadze	Aerodrome	Woodbrooke	Greenhill
	Pepsi cola 500ml	100	80	140	90
	Mirinda 500ml	120	90	100	130
	Alive 500ml	150	95	120	80
	7up 500ml	110	85	130	100

Basing on the information above, test at 5% level of significance if there is a significance difference in the sales realised from the above four different geographical locations.

(15 marks)

(Total 25 marks)

Question 6

- a) Zimbabwe Ezekiel Guti University (ZEGU) endeavoured to figure out the relationship between the number of monthly posted newspaper adverts and the number of applicants for undergraduate programmes per month. Data were collected for ten consecutive months and tabulated as follows:

Month	1	2	3	4	5	6	7	8	9	10
Newspaper Adverts	5	2	3	5	2	4	21	7	8	9
Number of Applications	50	25	29	53	50	65	70	70	85	90

Using the data above:

- i) Calculate the Spearman's rank correlation coefficient. (8 marks)
 - ii) Give an advice to the management of ZEGU (2 marks)
- b) A certain employer in Harare wanted to test for an association between the highest level of attained academic qualifications and employee performance. Data were collected and tabulated as follows:

		<i>Speed</i>		
		Slow	Moderate	Fast
<i>Highest Qualification</i>	Bachelor's Degree	10	15	30
	Diploma	14	10	12
	Certificate	20	8	5

Test at 5% level of significance if there is an association between gender and employee speed.

(15 marks)

(Total 25 marks)

*****END OF PAPER*****