# ZIMBABWE EZEKIEL GUTI UNIVERSITY

## DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS RESEARCH METHODS

COURSE CODE: CBM202 3 DECEMBER 2018

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**

With the aid of examples define the following terms:

a) Business research (3 marks)
b) Sampling frame (3 marks)
c) Null hypothesis (3 marks)
d) Survey (3 marks)
e) Ethical considerations (3 marks)
f) Census (3marks)
g) Snowball sampling (4 marks)
h) Delimitations of the study (3 marks)

**(Total 25 marks)**

**Question 2**

a) Using examples, briefly describe three types longitudinal researches. (9 marks)
b) 'Making use of examples, describe the methodological layers found in Saunders, Thornhill and Lewis (2015)'s Research onion. (16 marks)

**(Total 25 marks)**

**Question 3**

Making use of examples compare and contrast the following:

a) Induction and Deduction (5 marks)
b) Literature review and Secondary data (5 marks)
c) Theoretical framework and Conceptual framework (5 marks)
d) Hypotheses and Research questions (5 marks)
e) Theoretical framework and conceptual framework (5 marks)

**(Total 25 marks)**

## Section B

Answer any two questions from this section

**Question 4**

a) With the aid of examples critique the significance of statistics in business research (8 marks)
b) Making use of examples distinguish between
   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 loaves of bread which remain unsold by the end of each day at ZEGU Kiosk follow normal distribution with mean 30 and variance 16.
Calculate the probability that on a specific day:

i) Less than 20 loaves will remain unsold (3 marks)

ii) More than 38 Loaves will remain unsold (3 marks)

iii) The quantity of unsold loaves lie between 25 and 35 (4 marks)

b) A retail outlet manager wanted to examine if the sales realised by the outlet differ seasonally. Average daily sales for four products were then recorded according to seasons and tabulated as follows:

***Average sales per season***

| *Product Range* | Summer | Autumn | Winter | Spring |
|---|---|---|---|---|
| Sugar 2kg | 100 | 80 | 140 | 90 |
| Rice 2kg | 120 | 90 | 100 | 130 |
| Cooking oil 2liters | 150 | 95 | 120 | 80 |
| Flour 2kg | 110 | 85 | 130 | 100 |

Basing on the information above, test at 5% level of significance if there is a significance difference in the retail outlet's seasonal sales. (15 marks)

**(Total 25 marks)**

**Question 6**

a) A certain dairy manufacturer wanted to examine the relationship between maximum daily temperatures and ice-cream sales. Data collection was done for ten consecutive days and tabulated as follows:

| Day | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| Temperature °C | 30 | 31 | 25 | 20 | 15 | 18 | 21 | 28 | 29 | 31 |
| Ice-cream cone sales (units) | 110 | 115 | 90 | 80 | 60 | 70 | 85 | 100 | 105 | 120 |

Using the data above:

i) Calculate the Pearson's product moment correlation coefficient. (8 marks)

ii) Advise the dairy manufacturer (2 marks)

b) A certain business person owning several retail outlets wanted to test the relationship between an employee's performance and gender. Collected data was tabulated as follows:

| *Speed* | *Gender* | |
|---|---|---|
| | Male | Female |
| Fast | 36 | 15 |
| Slow | 19 | 10 |

Test at 5%level of significance if there is an association between gender and employee speed. (15 marks)

**(Total 25 marks)**

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