

# ZIMBABWE EZEKIEL GUTI UNIVERSITY



## DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS RESEARCH METHODS

COURSE CODE: CBM202

DURATION: 3 HOURS

11 JUNE 2018

### 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) Distinguish between a research proposal and a research proposal. (5 marks)
- b) A questionnaire is superior to all other methods of data collection. Discuss this proposition in light of examples. (20 marks)

**(Total 25 marks)**

### **Question 2**

- a) Using examples, briefly describe three types of experimental research strategies. (9 marks)
- b) 'Critically examine the significance of sampling in business research. (16 marks)

**(Total 25 marks)**

### **Question 3**

Making use of examples distinguish between the following:

- a) Convenience sampling and Purposive sampling (5 marks)
- b) Probability sampling and Nonprobability Sampling (5 marks)
- c) Secondary data and Literature review (5 marks)
- d) Induction and Deduction (5 marks)
- e) Qualitative data and Quantitative data (5 marks)

**(Total 25 marks)**

## **SECTION B**

Answer any two questions from this section

### **Question 4**

- a) Making use of examples distinguish between the following
  - i) Type I error and Type II error (4 marks)
  - ii) Correlation and Causation (4 marks)
  - iii) Histogram and Bar Graph (4 marks)
- b) Using example discuss the significance of inferential statistics in Business research methods (13 marks)

**(Total 25 marks)**

**Question 5**

- a) A sample of 40 students at ZEGU was selected through systematic random sampling and their ages were tabulated as follows:

19	19	21	25	31	42	42	20	21	23
24	21	19	20	26	27	31	30	32	21
35	21	23	46	50	19	25	21	28	29
33	34	38	45	50	46	52	53	57	40

Using the tabulated data:

- i) Identify the mode (1 mark)
  - ii) Compute the mean (3 marks)
  - iii) Compute the median (3 marks)
  - iv) Construct a stem and leaf diagram (5 marks)
- b) A certain service provider wanted to examine the loyalty of their customer and went on to collect data. The data collected were presented in the following table.

		Repeat Patronage	
		Low	High
Relative attitude	Strong	36	15
	Weak	19	10

Making use of the data above, test the existence of an association between customer repeat patronage and relative attitude at 5% Level of significance (13 marks)

**(Total 25 marks)**

**Question 6**

- a) OK Bindura wanted to test the relationship between average daily temperatures and daily sales for ice-creams. The marketing manager collected data for ten consecutive days and present it as follows:

Day	1	2	3	4	5	6	7	8	9	10
Average temperature(°C)	20	22	28	30	31	15	16	25	29	27
Sales (2lts units)	25	28	35	40	42	20	21	30	36	33

Depending on above data:

- i) Calculate the Pearson's product moment correlation coefficient (8 marks)
- ii) Comment on your answer advising the marketing manager (2 marks)

b) The data below was extracted from the Sales department of Dairibord Bindura.

*Seasonal average daily sales in units*

	Summer	Autumn	Winter	Spring
<i>Product Range</i>				
Ice-cream 5 litres	1500	1600	1650	1700
Lacto 500 ml	700	750	940	1000
Sterilised Milk (500ml)	1100	1250	1360	1500
Fun n' Fresh (litre)	600	700	790	790

Test if there is a significant differences in seasonal sales at 5% level of significance.

(15 marks)

**(Total: 25 marks)**

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