

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**JANUARY 2010 EXAMINATIONS**

**MANAGEMENT INFORMATION SYSTEMS - CBU 2109**

**INSTRUCTIONS TO CANDIDATES**

- i) All questions carry **25** marks.
- ii) Questions can be answered in any order.
- iii) As much as possible, use relevant examples.
- iv) Answer any **FOUR** questions.

**QUESTION 1**

An effective research is based on a sound research design, discuss. [25 Marks]

**QUESTION 2**

Discuss using examples qualitative research and quantitative research. [25 Marks]

**QUESTION 3**

Explain the following:

- a) Distribution Research [5 Marks]
- b) Sales research [5 Marks]
- c) Product Research [5 Marks]
- d) Probability Sampling [5 Marks]
- e) Non-Probability [5 Marks]

**QUESTION 4**

- a) Discuss the importance of secondary information in research. [10 Marks]
- b) What are the major problems of secondary information? [15 Marks]

**QUESTION 5**

Discuss the following qualitative research techniques using examples:

- a) Focus Groups
- b) Depth Interviews
- c) Projective Techniques

**QUESTION 6**

- a) There are four main issue to consider when designing a questionnaire, discuss. [20 Marks]
- b) Discuss the purpose of a questionnaire in survey research. [5 Marks]

**QUESTION 7**

Discuss any two quantitative data analysis techniques. [25 Marks]

