

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

RESEARCH METHODS – CBU 2208

FINAL EXAMINATION - AUGUST 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer **Question One (1) and any other Three (3) Question.**
- (ii) All questions carry **(25)** marks each.
- (iii) Questions may be answered in any order.
- (iv) As much as possible, use relevant examples.

SECTION A
COMPULSORY

QUESTION 1

Critically examine three quantitative research techniques.

[25 Marks]

SECTION B

QUESTION 2

Discuss the major characteristics of a good research.

[25 Marks]

QUESTION 3

Briefly discuss the following :

a) Explanatory study

[5 Marks]

b) Management research question hierarchy.

[5 Marks]

- c) Case study design [5 Marks]
- d) Judgemental sampling [5 Marks]
- e) Stratified sampling [5 Marks]

QUESTION 4

- a) Discuss any one qualitative research technique. [15 Marks]
- b) What is its applicability and advantages over other qualitative methods? [10 Marks]

QUESTION 5

Discuss the importance of secondary data in business research. [25 Marks]

QUESTION 6

Questionnaires are an important tool in the collection of data. Discuss the major components of a good questionnaire design. [25 Marks]

QUESTION 7

Outline the components of a research proposal and its importance in research. [25 Marks]

END OF EXAMINATIONS