

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**FINAL EXAMINATIONS - MAY 2011**  
**BUSINESS RESEARCH METHODS- CBU 2208**  
**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer any **Four** questions.

**INFORMATION TO CANDIDATES**

- i) All questions carry **25** marks each.
- ii) Questions may be answered in any order.
- iii) Credit will be given **for the use of appropriate examples**.
- iv) This paper contains **Seven** questions.

**Question 1**

Analyse the managerial values of business research.

[25 Marks]

**Question 2**

Discuss any two methods of qualitative primary data gathering techniques.

[25 Marks]

**Question 3**

Explain the following:-

- a) Exploratory research design; [5 Marks]
- b) Descriptive research design; [5 Marks]
- c) Stratified sampling; [5 Marks]
- d) Judgemental sampling; [5 Marks]
- e) Likert scales. [5 Marks]

**Question 4**

Data collected needs to be analysed carefully; discuss the following:

- a) Quantitative data analysis; [13 Marks]
- b) Qualitative data analysis. [12 Marks]

**Question 5**

Discuss the components of a research proposal.

[25 Marks]

**Question 6**

- a) What are the main issues to consider when designing a questionnaire? [20 Marks]
- b) Why is a questionnaire important in a research survey? [5 Marks]

**Question 7**

Discuss sampling and non-sampling errors in research. [25 Marks]

**END OF EXAMINATION**