

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
SUPPLEMENTARY EXAMINATIONS - AUGUST 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