

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS RESEARCH – CBU 2208

FINAL EXAMINATION – APRIL 2014

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) As much as possible, use relevant examples.
- (iv) This paper contains **seven** questions.

QUESTION 1

Discuss any **five** qualities of good research.

[25 Marks]

QUESTION 2

(a) Analyse the managerial values of business research.

[12 Marks]

(b) Why is it important to spend time formulating and clarifying your research topic?

[13 Marks]

QUESTION 3

Discuss any two qualitative primary data gathering techniques.

[25 Marks]

QUESTION 4

'Ethical issues need to be considered by a researcher at every stage in the research process'. Evaluate this statement. **[25 Marks]**

QUESTION 5

(a) Analyse the benefits of a cross-sectional research strategy over a longitudinal research strategy. **[10 Marks]**

(b) Evaluate the purpose of a critical literature review in research. **[15 Marks]**

QUESTION 6

Explain the following concepts as used in business research:

(a) Exploratory research design; **[8 Marks]**

(b) Descriptive research design; **[8 Marks]**

(c) Causal research design. **[9 Marks]**

QUESTION 7

(a) What are the key issues to consider when planning to use semi-structured or in-depth interviews? **[13 Marks]**

(b) What are the key issues to consider when planning to use observation as a method of collecting data in business research? **[12 Marks]**

END OF EXAMINATION PAPER