

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**BUSINESS RESEARCH – CBU 2208**

**SUPPLEMENTARY EXAMINATION – JULY 2014**

**TIME ALLOWED: 3 HOURS**

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**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 attributes of a good research topic. **[25 Marks]**

**QUESTION 2**

Discuss any **three** methods of **quantitative** primary **data** gathering techniques. **[25 Marks]**

**QUESTION 3**

Explain the following concepts in business research:

- (a) Focus groups; **[5 Marks]**
- (b) Likert scales; **[5 Marks]**
- (c) Sample size determination; **[5 Marks]**
- (d) Importance of a hypothesis in research; **[5 Marks]**
- (e) Sampling and non-sampling errors. **[5 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**

'Sampling techniques are an important component in research.' Evaluate the role of the following in sampling:

- (a) Stratified random sampling; **[8 Marks]**
- (b) Systematic sampling; **[8 Marks]**
- (c) Judgmental sampling. **[9 Marks]**

**QUESTION 6**

(a) Discuss the main issues to consider when designing a questionnaire? **[18 Marks]**

(b) Why is a questionnaire important in a research survey? **[7 Marks]**

**QUESTION 7**

Compare and contrast any **two** methods of qualitative data analysis. **[25 Marks]**

**END OF EXAMINATION PAPER**