NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

DISTRIBUTION AND LOGISTICS MANAGEMENT – CBU 2210

SUPPLEMENTARY EXAMINATION - OCTOBER 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

(i) Answer any **four (4)** questions.
(ii) All questions carry **(25)** marks each.
(iii) Questions may be answered in any order.
(iv) As much as possible, use relevant examples.

QUESTION 1

The 18th of June 2007, when by then the Minister of Industry and International Trade, Hon. Obert Mpofu instituted price freeze was a turning point for the Zimbabwean marketing channels landscape. The introduction of the use of multi-currency on the 1st of February 2009 by Dr. Gideon Gono has also shaped the marketing channels landscape of the Zimbabwean market.

Discuss and compare the effects of these two government directives in 2007 and 2009 on the marketing channels landscape giving relevant examples.

[25 Marks]

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