



---

**REFORMED CHURCH UNIVERSITY**

---

**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN  
LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**BUSINESS RESEARCH METHODS**

**HLSM 237**

**PART 2 SEMESTER 2**

**TOTAL MARKS [100]**

**DATE: JUNE 2023**

**Time: 3 Hours**

---

**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Citing relevant examples, evaluate the essence of carrying out literature review in a business research. (25)
2. Using practical examples, explain the probability and non-probability sampling procedures/techniques that can be employed by the business researcher. (25)
3. There are three parties involved in business research namely the client or sponsor; the researcher and respondent all have ethical responsibilities. Critic their ethical responsibilities. (25)
4. Evaluate the impacts and outcomes of research and innovation in the Zimbabwean context. (25)
5. Citing relevant examples, explain any five (5) roles of research proposal in business research. (25)
6. With the aid of practical examples, discuss any three (3) data generation methods and their related instruments that can be used in business research. (25)

**End of paper**