REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS MANAGEMENT

BUSINESS RESEARCH METHODS

HBUM 237

PART 2 SEMESTER 2

TOTAL MARKS   [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

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

1. Explain with a diagram the different steps of a research process.   (25)

2. Explain 5 advantages and 5 disadvantages of using focus groups as a research method.   (25)

3a. Citing relevant examples, discuss Internal and External sources of Secondary data.   (15)

  b) Explain 5 merits and 5 demerits of using a questionnaire as an instrument of data collection.   (10)

4. Explain the 3 types of most widely accepted experimental research designs. (25)

5. a)Discuss the pros and cons of mixed research method. (7)

b) Explain the following as they relate to research

 i) Parallel convergence   (6)

ii) Exploratory sequential   (6)

iii) Explanatory sequential   (6)

6. Examine 5 data collection tools that can be used by a business researcher. (25)

END OF PAPER