



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

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

BUSINESS RESEARCH METHODS

HLSM 237

PART 2 SEMESTER 2

TOTAL MARKS [100]

DATE: JUNE 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has four questions
2. Answer question all 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 source 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