



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BUSINESS RESEARCH METHODS

HLSM 237\HBUM 237\HMKT 210\ HACC 221\HBAF 212

PART 2 SEMESTER 2

TOTAL MARKS [100]

DATE: DECEMBER 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 research design highlighting the features, objectives and methods used.
designs. (25)
2. Explain comparative and non-comparative scaling techniques in research
methods. (25)
3. a) Explain the different research paradigms. (13)
b) Explain different research designs. (12)
4. Ethical considerations are essential when researching on a certain topic.
Discuss (25)
5. Examine 5 data collection tools that can be used by a business researcher. (25)
6. i) Discuss any 5 characteristics of a business research (10)
ii) Discuss data generation methods. (15)

END OF PAPER