



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE
MASTER IN BUSINESS ADMINISTRATION
BUSINESS RESEARCH METHODS

MBA 106

PART 1 SEMESTER 1

Total Marks [100]

DATE: DECEMBER 2024

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. “There is no doubt that plagiarism has become an enormously important topic in academic institutions in recent years, largely as a result of the ease with which material can be copied from the Internet and passed off as the work of the individual student.” (Saunders et al., 2009:97). Examine the strategies which may be employed to curb plagiarism. (25)

2. Discuss any 5 ethical issues that a researcher has to take into account when conducting a research. (25)

3. Examine the procedures of any four (4) probability sampling techniques that you may use in conducting applied research. (25)

4. (a) Explain the MAXMINCON principle of experimental research designs highlighting how you will use knowledge of it in business research. (12)

(b). ‘The principles of validity and reliability are fundamental cornerstones of scientific research methods.’ Discuss. (13)

5. You are requested to present a paper to management on the importance of research in your organization. Justify the key aspects you would include in your paper. (25)

6. Distinguish the following terms as applied in Business Research:

- i. Validity and reliability. (5)
- ii. Triangulation and pilot study (5)
- iii. Delimitation and limitations of the study (5)
- iv. Census and sample (5)
- v. Positivism and interpretivism (5)

END OF PAPER
