



**REFORMED CHURCH UNIVERSITY**

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**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

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**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**