



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

MASTER OF BUSINESS ADMINISTRATION

BUSINESS RESEARCH METHODS

MBA 106

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: June 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. The success of Education 5.0 philosophy is hinged on business research'. Discuss. (25)
2. Examine the steps that a business researcher employs when analysing qualitative data. (25)
3. Discuss the essence, in business research , of each of the following terms:
 - (a) ex post facto research design (5)
 - (b) network reference sampling (5)
 - (c) inter-coder consistency (5)
 - (d) hermeneutics (5)
 - (e) pilot testing (5)
4. Analyse the assertion that, 'The research gap is the crux of business research'. (25)
5. Examine the essence of literature in business research. (25)
6. 'Ethics are indispensable in business research' Discuss. (25)

End of Paper