



**Degree
June-December**

**Sessional Examination
RM 231 Research**

**BOTSWANA OPEN UNIVERSITY
BACHELOR OF BUSINESS AND ENTREPRENEURSHIP
BUSINESS RESEARCH
RM 231
SESSIONAL EXAMINATION
DURATION: 3 HOURS
MARKS: 100**

Instructions to students:

1. The examination consists of **Three** sections: A, B and C
2. Begin each answer to a new question on a new page
3. Answer all the questions according to instructions given in each section
4. Write answers in the answer booklet provided
5. Write in grammatical English



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SECTION A: Multiple choice questions. [10 marks]

Answer ALL questions. Each question carries ONE (1) mark

Choose the best alternative answer.

1. Sources of researchable problems can include _____.
A. Researchers' own experiences *large studies*
B. Practical issues that require solutions ✓
C. Theory and past research
D. All of the above
2. Research is only systematic enquiry into the system of knowledge to disapprove or approve or to arrive at new conclusions for the betterment of the existing system.
A. Systematic ✓
B. Computerized ✗
C. General
D. None of the above
3. A theory explains and predict about a _____.
A. Phenomenon ✓
B. Principles ✗
C. Conclusion ✗
D. None of the above



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4. One step that is not included in planning a research study is _____.
- A. Identify a researchable problem ✓
 - B. Statement of the research question ✓
 - C. Developing a research plan ✓
 - D. Conducting a meta-analysis of the research
5. The statement of purpose in a research study should _____.
- A. Identify the intent of the study ✓
 - B. Describe the study ✗
 - C. Identify the design of the study ✗
 - D. Describe the target population ✗
6. Closed ended questions are those that _____.
- A. Encourage detailed elaborate responses ✗
 - B. Concern with the demographic of the respondents ✗
 - C. Have a fixed range of possible answer ✓
 - D. Prevent respondents from allocating themselves to a category ✗
7. Which of the following statements sounds like a null hypothesis?
- A. There is a relationship in the sample
 - B. There is no difference between male and female incomes in the population
 - C. There is association in the population
 - D. The defendant is acquitted ✗



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8. Which scientific method is a top-down or confirmatory approach?
- A. Pattern method
 - B. Deductive method *reasoning subtract*
 - C. Hypothesis approach
 - D. Inductive approach *add*
9. Data classified on the basis of some characteristics is called qualitative.
- A. Geographical
 - B. Chronological
 - C. Qualitative *text, words*
 - D. Quantitative *numbers*
10. A hypothesis is a statement about the predicted relationships among events or variables.
- A. Statement
 - B. Conclusion
 - C. Prediction
 - D. None of these

Indicators are issues that represent or show or pose the objective

delay in supplier payments
time taken to pay suppliers

KPI: NO of suppliers paid on time

E.g. Student Financial Management

Key Performance Indicators



People did not register for election due to TB Id

KPI: NO of people without TB Id

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SECTION B: Short answer questions. [40 marks]

Question 1

Write short notes on each of the following terms and support your answer with examples:

Re visit

- a) Concepts → (3 marks)
- b) Indicators → KPI (3 marks)
- c) Variables ✓ Numbers (3 marks)
- d) Values ✓ books, ethics, integrity (3 marks)
- e) Secondary data → data from magazines, libraries (3 marks)

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Question 2

Differentiate between quantitative and qualitative data collection in research. (6 marks)

easy to analyse not easy to analyse

Numerical words, text

Question 3

Explain non-probability sampling method in research. (3 marks)

Question 4

Interviews are more suitable for questions that require probing to obtain adequate information. State and briefly explain three types of interview are often mentioned research study. (6 marks)

Phone —
Face to face —

Question 5

Evaluate any four (4) basic types of primary data, distinguished by the way they are collected. (10 marks)

Structured Unstructured — open ended

data sources { Potential customers —
Suppliers — one
Competitors — one

case studies
focus groups



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SECTION C: Essay-type questions. [50 marks]

Answer any two (2) questions in this section

- Title / topic
 - Executive Summary
 - objectives
 - Literature review
 - main body
- Methodology

Question 1

In sequential order, illustrate components of a research proposal.

(25 marks)
References → list references
- conclusions

Question 2

Identify and examine five (5) considerations in selecting a research problem. (25 marks)

- 1) why do I want to make a decision
- 2) when do I have to make decision (if can wait)
- 3) what options do I have (easy to get secondary data, not easy to get primary data)

Question 3

Critically analyse any five (5) ethical issues concerning research participants. (25 marks)

- 4) do I have resources (funds, time, people)
- Risk
Communication (ethics)
Stakeholder collaboration

END OF EXAMINATION