

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

BUSINESS RESEARCH

RM 231

SPECIAL EXAMINATION

Marks: 100

Duration- 3hrs

Instructions to candidates:

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



SECTION A: Short answer questions. [40 marks]

Answer all the questions from this section

Question 1

List seven steps in the survey process. **(7 marks)**

Question 2

State four main types of interviews that can be conducted and four common categories that business researchers will consider when drafting interview questions. **(8 marks)**

Question 3

List five detailed steps of a general research approach. **(5 marks)**

Question 4

State six steps necessary in creating a business Report. **(6 marks)**

Question 5

List nine sections widely used in the format of a research report. **(9 marks)**

Question 6

State five suggestions regarding how to word interview questions. **(5 marks)**

SECTION B: Essay-type questions. [60 marks]

Answer all the questions from this section.

Question 1

Your survey methodology needs to be a good fit with your research objectives and it needs to work well with your respondents. Based on the above statement, answer the questions below:

- a) Justify what kinds of methods you think will work best with the different groups you expect to deal with in your business?
- b) Examine, how will you decide which method you should use?

Question 2

The five steps needed to create a questionnaire will take some time and effort to complete. Evaluate what you need to do to prepare yourself for this work and who might be able to help you? **(20 Marks)**

Question 3 [20 marks]

- a) Think of a situation for your small business that would benefit from gaining customer feedback by using an interview process.
- b) Analyze why interviews would work in this situation and who would you select to approach for an interview?
- c) Elaborate where the interview would take place and how you would approach the interview process.
- d) Elaborate why did you take the approach that you outlined.

END OF THE PAPER!