

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

IN COLLABORATION WITH

**VIRTUAL UNIVERSITY FOR SMALL STATES OF THE
COMMONWEALTH**

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

Business Research

RM 231

Sessional Examination

Marks: 100

Duration: 3hours

Instructions to candidates:

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

SECTION A: Multiple choice questions. [20 marks]

Answer all the questions by choosing the best answer from the alternatives given.

1. _____ is the first step in starting the research process.
 - A. Searching sources of information to locate problem.
 - B. Survey of related literature
 - C. Identification of problem
 - D. Searching for solutions to the problem
2. The statement of purpose in a research study should _____.
 - A. Identify the design of the study
 - B. Identify the intent or objective of the study
 - C. Specify the type of people to be used in the study
 - D. Describe the study.
3. _____ does not describes qualitative research.
 - A. The collection of non numerical data
 - B. An attempt to confirm the researcher's hypotheses
 - C. Research that is exploratory
 - D. Research that attempts to generate a new theory
4. An advantage of conducting an interview online rather than face-to-face is that _____.
 - A. Informants have more time to give detailed, considered responses
 - B. It saves time and money as no travelling is involved
 - C. There is no need to transcribe the data
 - D. All of the above
5. A researcher designs an experiment to test how variables interact to influence business success. In this case, the main purpose of the study is _____.
 - A. Explanation
 - B. Description
 - C. Influence
 - D. Prediction

6. Closed ended questions are those that _____.
- A. Prevent respondents from allocating themselves to a category
 - B. Have a fixed range of possible answers
 - C. Encourage detailed, elaborate responses
 - D. Relate to the basic demographic characteristics of respondents
7. What level of measurement would be used if participants were asked to state their gender in a research study?
- A. Interval
 - B. Ordinal
 - C. Nominal
 - D. Ratio
8. Which scientific method focuses on testing hypotheses developed from theories?
- A. Deductive method
 - B. Inductive method
 - C. Hypothesis method
 - D. Pattern method
9. Which scientific method is a top-down or confirmatory approach?
- A. Inductive method
 - B. Hypothesis method
 - C. Deductive method
 - D. Pattern method
10. _____ is not a quantitative method of data collection.
- A. Questionnaires
 - B. Checklist
 - C. Observations
 - D. Unstructured Interviews



11. _____ is a term that refers to a post study interview in which all aspects of the study are revealed, reasons for the use of deception are given, and the participants' questions are answered.
- A. Desensitizing
 - B. Dehoaxing
 - C. Debriefing
 - D. Deploying
12. If each and every unit of population has equal chance of being included in the sample, it is known as _____.
- A. Restricted sampling
 - B. Purposive sampling
 - C. Simple random sampling
 - D. Systematic sampling
13. Cronbach's alpha is used to measure _____.
- A. Inter-observer consistency
 - B. External validity
 - C. Internal reliability
 - D. Content validity
14. One of the preoccupations of quantitative researchers is with generalisation, which is an indicator of _____.
- A. External validity
 - B. Internal reliability
 - C. External reliability
 - D. Internal validity and reliability
15. The main aim of statistical inference is to _____.
- A. Reject the null hypothesis.
 - B. Allow generalisation from the sample to the population.
 - C. Allow generalisation from the population to the sample
 - D. Allow the sample to be representative of the population from which it was drawn

16. An ordinal scale is _____.
- A. The simplest form of measurement
 - B. A rank-order scale of measurement
 - C. A scale with equal intervals between adjacent numbers
 - D. A scale with an absolute zero point
17. Which term best describes the consistency of an assessment measure?
- A. Variance
 - B. Validity
 - C. Reliability
 - D. Correlation
18. Which of the following is true of the null and alternative hypotheses?
- A. Exactly one hypothesis must be true
 - B. Both hypotheses must be true
 - C. It is possible for both hypotheses to be true
 - D. It is possible for neither hypotheses to be true
19. Literature review is important because _____.
- A. It is expected by the university
 - B. The tutor insists upon it
 - C. It shows that you are knowledgeable about the literature that relates to your research topic
 - D. It looks authoritative
20. What is the purpose of the conclusion in a research report?
- A. It just a summary what the article already said
 - B. It summarizes the key findings in relation to the research questions
 - C. It contains a useful review of the relevant literature
 - D. It outlines the methodological procedures that were employed

SECTION B: Short answer questions. [30marks]

Answer all the questions in this section.

Question 1

Explain why research is referred to as a systematic process. **(4marks)**

Question 2

Distinguish between exploratory research and explanatory research. **(4marks)**

Question 3

State any two (2) advantages of secondary data. **(4marks)**

Question 4

List any two (2) advantages and two (2) disadvantages of sampling over census. **(4marks)**

Question 5

Outline any two (2) advantages and two (2) disadvantages of using observation method for primary data collection. **(4marks)**

Question 6

Explain the any three (3) aspects evaluated in pilot testing of a questionnaire in research study. **(10 marks)**

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

Answer any two questions from this section.

Question 1

Discuss any five (5) potential threats to internal validity in a longitudinal or experimental research study. **(25marks)**

Question 2

- a) Analyse any five (5) factors you would consider, while choosing a research topic. **(10 marks)**
- b) Discuss business research process **(15 marks)**

Question 3. Research Case study [25 marks]

Problem statement

The communication industry has been evolving for centuries (Dima, Teodorescu & Gifu, 2014:46) and the evolution of communication media has also led to an increased amount of information communicated. A shift from a scarcity of information to a surplus has taken place, because of the ease of conveying information over the latest communication media (Cho, Ramgolam, Schaefer & Sandlin, 2011:38). The evolution of communication media is possible through technology advancement that has made electronic communication a reality, especially in the workplace.

Employers can communicate by means of communication media that have increased frequency and speed of communication (Cho *et al.*, 2011:38). These latest and faster communication media have had a huge impact on internal organisational efforts as organisations can interact with their employees through the intranet, e-mails and e-newsletters. The necessary information can be communicated to employees who are then able to use the information in order to fulfill organisational objectives (Men, 2014:256).

E-newsletters are distributed through the communication medium known as e-mail, which carries a variety of information (Cant & Van Heerden, 2013:396). Although e-newsletters

allow for fast and easy dissemination of corporate news, there are concerns that employees do not necessarily use e-newsletters effectively. Employees can experience an information overload that could contribute to their unwillingness to use an IT system such as e-newsletters (Vidgen *et al.*, 2011:85). Organisations especially higher education institutions would want employees to demonstrate willingness to use internal newsletters and thus accept e-newsletters (Kesharwani & Bisht, 2012:306). Organisations need employees to accept the e-newsletter as a means of disseminating organisational information as it plays an important role in communicating how employees play their roles in achieving organisational goals and objectives (Boshoff, 2014:222).

- a) Write an appropriate title for this study. **(2marks)**
- b) What are the independent and dependent variables? **(3marks)**
- c) State two research objectives for this research. **(4 marks)**
- d) What is the target population of the study? **(4 marks)**
- e) Briefly describe the methods that you will use to collect data and why? **(4 marks)**
- f) What ethical factors do you need to consider that may affect the results of this study?
(8marks)

END OF THE PAPER!