

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

BUSINESS RESEARCH

RM 231

SESSIONAL 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

State eight considerations in the design of a business research approach. (8 marks)

Question 2

Describe nine useful suggestions that will help to ensure the success of an interview. (9 marks)

Question 3

State four uses for focus groups. (4 marks)

Question 4

Differentiate four measurement scales that are most commonly used in Business research. (8 marks)

Question 5

List eight practical considerations in coding data. (8 marks)

Question 6

State the purpose of questionnaires, interviews and focus groups. (3 marks)

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

Answer all the questions from this section.

Question 1

Examine the advantages and disadvantages Questionnaires and Surveys, Interviews, Focus Groups and Case Studies. **(20 marks)**

Question 2

Analyze a situation in your small business or one that you are thinking of starting where you want to gather information from selected group of customers concerning a product or service that you are providing in Gaborone?

- a) Describe the product and service, and why you are seeking the input of a focus group.
- b) Develop two sets of focus group questions that deal with important dimensions of the product or service you are offering or intending to offer.
- c) Create a focus group protocol.
- d) Conduct the focus group.
- e) Report out on the findings of your research.

Question 3

All business can benefit from using surveys to learn new things drawing on questionnaire input from customers and suppliers. But surveys need to be carefully planned and executed. Evaluate the most important things a new business needs to think about when it decides to do a survey.

(15 marks)



Question 4

Surveys can be used to address all sort of research objectives. Demonstrate why research objectives are important and evaluate what kinds of survey research objectives do you think will be most useful to you as a new business owner in Gaborone? **(15 marks)**

END OF THE PAPER!