

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING
**BACHELOR OF BUSINESS ADMINISTRATION (Leadership and Change
Management)**

RESEARCH AND DEVELOPMENT

R&D 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!