BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

GRADUATE SCHOOL OF BUSINESS

MASTER OF BUSINESS LEADERSHIP

EXECUTIVE MASTER OF BUSINESS LEADERSHIP

MASTER OF LEADERSHIP AND CORPORATE GOVERNANCE

MASTER OF SCIENCE IN ENTREPRENEURSHIP AND INNOVATION

BUSINESS RESEARCH METHODS (MBL 511)

EXAMINATION PAPER

DURATION: 3 HOURS 30 MINUTES

INSTRUCTIONS AND INFORMATION TO CANDIDATES

1. Section A is compulsory and carries 40 marks.

2. Answer Question One from Section A and any three (3) questions from Section B.

3. The paper carries six questions.

4. All questions in Section B carry equal marks of 20 each.

5. The use of cell phones is not allowed in the exam.

SECTION A [COMPULSORY]

QUESTION 1

CASE STUDY: MAKOMBORERO'S DILEMMA

Makomborero was born in Gweru but moved to Harare thirty years ago. He has a very small lucrative business in the financial service sector. For something like 20 years Makomborero has been a loss adjuster, meaning he investigates client claims on behalf of insurance companies, especially where the insurance company expects that there might have been fraud by the client. In practical terms, his work includes assessing the documents on the client claims sent to him by companies, occasionally visiting the building or vehicle that the claim regards, then writing a report to the insurance company giving his view of the validity and value of the claim.

For almost fifteen years, Sibonile has worked as secretary to Makomborero. She has been very busy for much of that time and has told Makomborero many times recently that she needs help in the office. Makomborero had resisted, worried about the additional cost to the business and as he sees it protecting the bottom line. At last Sibonile has made him change and has recruited Ska to help in the business (without consulting Sibonile). Ska is a law graduate, as well as being a person with good office experience over the last couple of years in a large foreign owned insurance company. At the interview Makomborero thought she seemed lively and intelligent, with some useful legal knowledge as well as general experience of insurance.

Ska with the other candidates for the post, were all interviewed in a local hotel, so this is Ska's first look at the office. Makomborero and Sibonile are very friendly and welcoming, but Ska feels there is something a bit strange about the look of the small office. It takes her a bit of time to realise what it is and then it comes to her. There is no single computer anywhere on the premises. On Sibonile's desk sits an old electric typewriter, on Makomborero's is a stack of paper with an old crank-handled calculator. The first day has been a struggle for her. Ska has never used a typewriter though she has good keyboard skills. She noticed that all the correspondence she gets from client companies has e-mail addresses and web site URLs. When she makes phone calls, she notices that other firms that they deal with have voice mail. As she suspected other firms in the business have up to date technology and by the end of the second day she realises that she needs a plan to change things in the office if she is going to survive in it.

Ska knows that she is new to the business and that suggesting major changes to the way Makomborero and Sibonile do business will be resented. However, she feels that working in

the office as it is her own ICT skills will fade and she is not prepared to let that happen. Ska raises the general issue of computers and the Internet in offices in a friendly meeting with Makomborero over a cup of coffee. Makomborero raises the following problems he sees in using computers in his business:

- We don't know anything about computers.
- We are too old to change our ways.
- Computers are very expensive.
- If I introduce computers, I will not know what is going on.
- Computers take up space and we don't have much room.
- I just don't like computers.

Makomborero and Ska agree to engage you as a researcher to enable them make a final informed decision.

Required:

a. Articulate the statement of the research problem and three objectives that addresses the problem. **(5 marks)**

b. Discuss in detail the type of research that you will engage in and how this type of research will assist this organisation. **(10 marks)**

c. Makomborero and Sibonile are keen to know the sampling technique you are going to use. **(10 marks)**

d. Discuss the data collection techniques and the procedure that you will engage. Explain the sampling technique you are going to use and justify your choice.

(10 marks)

e. Write down five [5] essential questions that you will ask participants. **(5 marks)**

[Total: 40 marks]

SECTION B: *Answer any three [3] questions from this section.*

QUESTION 2

Mr Risechi Yauya, the owner of several restaurants in Victoria Falls is concerned about the wide differences in their profit margins. He would like to try some incentive plans for increasing the efficiency levels of those restaurants that lag behind. But before he actually does this, he would like to make sure the idea would work and wants a research to be done. He asks you as a researcher to help him explain the following issues based on what he has highlighted above:

a.	Statement of the research problem	[3 marks]
b.	Two research objectives	[2 marks]
c.	Significance of the study	[3 marks]
d.	Unit of analysis	[2 marks]
e.	Type of research	[10 marks]

[Total: 20 marks]

QUESTION 3

Critically examine the processes of deduction and induction, using an example of each.

[20 marks]

QUESTION 4

Examine the different components of a research report.

[20 marks]

QUESTION 5

The problem definition stage is perhaps more critical in the research process than the problem solution stage, discuss this statement.

[20 marks]

QUESTION 6

Every data collection method has its own built-in biases, therefore, resorting to multi - methods of data collection is only going to compound the biases. Critique this statement.

[20 marks]

END OF EXAMINATION PAPER