

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

MAR 2024

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: HISTORY, WOMEN AND TECHNOLOGY

The way societies have evolved has obviously created different roles for men and women and these in turn, have influenced the ways in which education has developed. Traditionally, girls have been encouraged to study areas such as arts and domestic science while boys have been encouraged to study sciences, metal and woodwork. This pattern or practice has persisted even to the present in different facets. Some writers feel that a gender based approach to education exists and this discourages women from taking an interest in science and technology. Resulting from this, the limited number of senior women scientists in the public arena means that girls have a few role models with whom to identify and few female mentors to encourage them to take an interest in this area. These challenges are made more severe by the general difficulties girls face in education, especially in developing countries. One out of three women in the world is illiterate. Fewer girls attend school than boys. Less education means less opportunity to develop an interest in ICT.

Computer games, a route by which many young people develop confidence in and some limited understanding of computers are overwhelmingly aimed at young men. Producers and distributors of these games say there is nothing new here. Technical and mechanical toys and games have always been of more interest to boys than girls and in aiming computer games at boys, they are just following the market.

One of the lady professors, Professor Maidei summarised the situation concerning women and technology as follows:

- a. They have a unique dimension to lend to the scientific enterprise.
- b. Great potential is being lost by the failure to encourage more women to enter the world of scientific exploration.
- c. Subsequent generations will judge the scientific community on its ability to use science to benefit the poorest and most disadvantaged sectors of society.

Required:

- a. Develop a research proposal that has a gender based approach that encourages women in having interest in science, information and communication technologies. **(20 marks)**

Design a questionnaire that you would use to collect data. (*Maximum number of questions is 15*). (20 marks)

[Total: 40 marks]

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

QUESTION 2

Discuss the purpose and contents of the executive summary.

[20 marks]

QUESTION 3

To Acquire or Not to Acquire? This is the question companies are very interested in acquiring other firms even when the latter operate in totally unrelated realms of business. For example, ABC Industries manufacturing asphalt plants for road construction acquired two companies in unrelated industries; one being in the food processing. Such acquisitions are claimed to 'work miracles'. However, given the volatility of the stock market and the slowing down of business, many companies wonder whether such acquisitions are becoming too risky. At the same time, they also wonder if they are missing out on a great business opportunity if they fail to engage in this activity. Some research is needed.

Given the above situation, critically discuss with reasons, whether the research will fall into the category of applied or basic research.

[20 marks]

QUESTION 4

a. Problem definition is the first and most crucial step in the research process. Discuss.

(5 marks)

b. Critically examine the main considerations in selecting a research problem. (15 marks)

[Total: 20 marks]

QUESTION 5

Literature review is a time - consuming exercise; a good in- depth interview should suffice to develop a theoretical framework. Discuss this statement. **[20 marks]**

QUESTION 6

Discuss using an example the non - sampling errors and how they can be minimised. **[20 marks]**

END OF EXAMINATION PAPER