BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF ECONOMICS

PROGRAMME: MASTER OF SCIENCE IN PURCHASING AND SUPPLY CHAIN MANAGEMENT

EXAMINATION

COURSE: RESEARCH METHODS AND DISSERTATION WRITING SKILLS (SCM 507)/ MMKT 600 RESEARCH METHODS

DURATION: 3 HOURS

Total Marks: 100

JUN 2025

INSTRUCTIONS TO CANDIDATES:

1. Section A is compulsory

2. Answer any three (3) questions from Section B.

3. Begin a new answer on a fresh page.

4. No cell phones are allowed in the examination room.

Section A (This section is compulsory)

Question 1

A study is conducted to compare performance characteristics of a device to its superior version.

Suggest, with justification the type of research, hypothesis, statistical test and types of error applicable for this investigation   **(25Marks)**

Section B (Choose any 3 questions from this section)

Question 2

Discuss the various probabilistic sampling techniques that a researcher may use to select a sample from the population giving an advantage and disadvantage for each.   **(25Marks)**

Question 3

a) Explain is literature review in a research proposal rated superficial relative to that in the final report? (15marks)

b) Explain why outcomes of a research must be disseminated. (10marks)

(25Marks)

Question 4

a) In a certain study to explore relationship between variable pairs, the correlation coefficient was found to be -0.25, 0.10, 0.66 and -0.85.
Discuss what can be inferred from these correlation coefficients. (10 marks)

b) How are missing values handled in scientific research? (15 marks)

(25Marks)

Question 5

Discuss the ethical issues that a researcher has to consider while carrying out research relating to:

a) The respondents (15 marks)
b) The team members; (5 marks)
c) The sponsor (5 marks)

(25 Marks)

Question 6

Explain how the following report/article sections are evaluated to ensure that research of acceptable quality is produced or used in scientific research:

a) Introduction and background, (5Marks)

b) Literature review, (5Marks)

c) Methodology, (5Marks)

d) Ethics issues and (5Marks)

e) Discussions (including conclusions and recommendations) (5Marks)

(25Marks)

END OF PAPER