

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

2023
OCT 2023

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.
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SECTION A [COMPULSORY]

QUESTION 1

CASE STUDY: WOMEN ENTREPRENEURS KEEP ZIMBABWE'S ECONOMY AFLOAT

Even as 90% of people in the southern African country of Zimbabwe remain reportedly unemployed and the economy teetering to the brink with 100% inflation, as many as 261,000 women across the country have won laurels by engaging in income generation projects. Speaking to Anadolu Agency on eve of Women's Entrepreneurship Day which is being observed on Friday, Tracy Makwara, 34, who has invested in a thriving gold mine in Kadoma, 100 kilometers (62 miles) west of capital Harare said her business has changed lives in the vicinity.

"I am so happy as a woman that I have managed to do this. This is an industry that is dominated by men," she said. She has employed several men, who are sole breadwinners for their families. In Harare, another female entrepreneur, 29-year-old Pelagia Murindazu, has made wonders by venturing into making fancy candles. Her candle-making company known as Melt-it-in Silent Pool employs 25 workers producing candles that are exported to Dubai and many countries in the West including Africa's economic powerhouse -- South Africa. "So far, we have ventured into Dubai, the UK, South Africa, just to mention a few where we are seeing business opportunities. In these countries, for instance, we have contacts who are already marketing our products," said Murindazu. Barely two years after she ventured into making candles for parties and romantic candlelight dinners, Murindazu has become a force to reckon with in Zimbabwe's business community.

Taking a cue from Makwara and Murindazu, Harare-based 51-year-old Linda Musekwa has turned to agriculture farming and Rudo Muyambo, 25, has invested in the mass production of cakes. "Times are changing and women are running more thriving enterprises, even turning the economic fortunes of the country as they are employing many people in the process," Lington Mutunhu, an economist based in Kadoma, told Anadolu Agency.

As women entrepreneurs steal the show in Zimbabwe, Taurai Kandishaya, the national coordinator of the Zimbabwe Citizens Forum -- a civil society organization with links to the ruling Zimbabwe African National Union-Patriotic Front (Zanu-PF) -- said she is upbeat about

women's entrepreneurial skills. "No doubt about it, women are doing a wonderful job, and yes, men face stiffer competition from the women entrepreneurs," he told Anadolu Agency. He added that hand-made products made by female entrepreneurs are offering citizens a cheaper alternative. But he warned that rising prices are hitting female entrepreneurs. "Our women entrepreneurs may eventually be affected by price rise of the raw materials they use in their entrepreneurial endeavors, which may eventually force them to increase their prices as well," said Kandishaya.

Source: Moyo J. Anadolu Agency: 18/11/2021

Required:

a. "Our women entrepreneurs may eventually be affected by price rise of the raw materials they use in their entrepreneurial endeavors, which may eventually force them to increase their prices as well," said Kandishaya. You have been asked to write a research proposal on the sustainability of these businesses in line with the concerns that are being raised. **(25 marks)**

b. Draft a questionnaire that you would use to collect data for (a) above. **(15 marks)**

[Total: 40 marks]

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

QUESTION 2

One of the major banks in Zimbabwe is planning to expand its business in rural and remote areas of Binga and Mbire. You have been entrusted to do a study and prepare an appropriate research methodology, research design, sampling technique(s) and appropriate data collection technique(s). **[20 marks]**

QUESTION 3

Managers are decision makers throughout the whole decision making process. Discuss the importance of research at each stage of the decision making process using a practical example. **[20 marks]**

QUESTION 4

Discuss the main issues which should receive the attention of the researcher in formulating:

- a. the research problem **(10 marks)**
- b. the research gap. **(10 marks)**

[Total: 20 marks]

QUESTION 5

A researcher is carrying out a research on the impact of online learning among universities in Zimbabwe. However in business research errors occur other than sampling errors. Discuss non sampling errors that can incur in this study and how these can be minimised.

[20 marks]

QUESTION 6

A hotel chain received a number of complaints from customers on how they are treated by the hotel's coffee shops staff. It therefore intends to send observers posing as guests into its coffee shops to check on cleanliness and customer service. They have asked for advice from you as the researcher as to which observation method to use, highlighting the pros and cons.

[20 marks]

END OF EXAMINATION PAPER.