

MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management Studies

BACHELOR OF COMMERCE

PART 2 SEMESTER 2

MODULE NARRATION

**BUSINESS RESEARCH
METHODS**

CODE

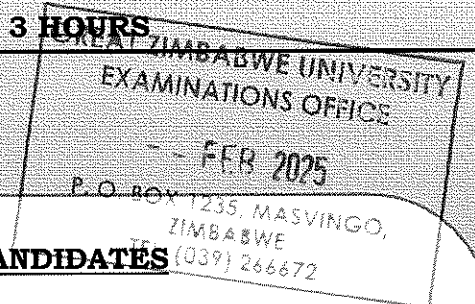
HBM225

DATE

2024

DURATION

3 HOURS



INSTRUCTIONS TO CANDIDATES

1. Answer **any four questions**.
2. Each question carries 25 marks.
3. Start each question on a fresh page
4. Credit will be given for logical, systematic, and neat presentations.

QUESTION 1

Explain any **five (5)** characteristics of scientific research **(25 marks)**

QUESTION 2

Examine the major functions of a literature review in business research **(25 marks)**

QUESTION 3

Using examples, differentiate the following:

- a) Directional and non-directional hypotheses **(5 marks)**
- b) Stratified sampling and quota sampling **(10 marks)**
- c) Ordinal scale and nominal scale **(10 marks)**

QUESTION 4

Discuss any five (5) common research gaps **(25 marks)**

QUESTION 5

Examine the ethical obligations of decision makers in business research **(25 marks)**

QUESTION 6

Explain when and how to use a *t*-test, ANOVA (analysis of variance), and *Chi-square* to examine hypotheses. **(25 marks)**