



MUNHUMUTAPA SCHOOL OF COMMERCE
Department of Management Studies

BACHELOR OF COMMERCE

PART 1 SEMESTER 1

MODULE NARRATION

**BUSINESS RESEARCH
METHODS**

CODE

MSM615

DATE

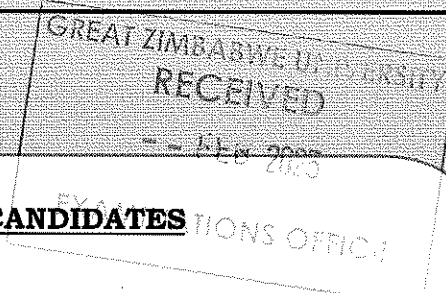
2024

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

Illustrate using practical examples, any five key components of the business research process **(25 marks)**

QUESTION 2

The top management at Great Zimbabwe University has requested you to conduct a study to assess student's satisfaction with the quality of e-learning service offered in the library. Would you consider a quantitative or qualitative approach to this study? Justify **(25 marks)**

QUESTION 3

Contrast positivism and interpretivism research philosophies as applied in business research **(25 marks)**

QUESTION 4

1.1 Table 1 shows the reliability values and validity statistics for the constructs of a study.

Construct	Cronbach's alpha	Composite reliability	AVE
Autonomy	.561	.671	.456
Risk-taking	.899	.911	.654
Innovativeness	.422	.678	.374
Proactiveness	.765	.798	.767
Entrepreneurial Intention	.888	.899	.677

- a) Explain the implications of the results of the study? **(15 marks)**
- b) Discuss ways of determining discriminant validity **(10 marks)**

QUESTION 5

Justify the application of theory in business research **(25 marks)**

QUESTION 6

Discuss the arguments for and against the design and administration of a web-based questionnaire. Illustrate your answer with suitable examples. **(25 marks)**