



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF**

**BACHELOR OF BUSINESS LEADERSHIP**

**SEPTEMBER-DECEMBER 2019**

**CAMPUS: VALLEY ROAD**

**DEPARTMENT: BUSINESS STUDIES**

**COURSE CODE: BUS2313**

**COURSE TITLE: BUSINESS RESEARCH METHODS**

**EXAM DATE: FRIDAY 6<sup>TH</sup> DECEMBER 2019**

**DURATION: 2 HOURS**

**TIME: 5:30PM-7:30PM**

**INSTRUCTIONS**

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam paper contains TWO sections.
- Answer **ALL questions in Section A** and **any THREE** questions in section B.
- *ALL PAC University's examination rules and regulations apply*

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION 1:**

- a) Define the term “hypothesis” (2 marks)
- b) Differentiate between basic research and applied research (4 marks)
- c) Outline any four checklist questions to ask about a research problem (4 marks)
- d) Explain the difference between a theoretical framework and a conceptual framework (6 marks)
- e) Distinguish between qualitative and quantitative research (4 marks)
- f) Outline four importance of instrument pre-testing (4 marks)
- g) Differentiate between instrument validity and reliability in research (6 marks)

## **SECTION B: ANSWER ANY THREE QUESTIONS IN THIS SECTION**

### **QUESTION 2**

- a) Explain any three types of research design (6 marks)
- b) Discuss two factors to consider when choosing a research design (4 marks)

### **QUESTION 3**

- a) Discuss three non-probability sampling techniques (6 marks)
- b) Explain two limitations of non-probability sampling techniques (4 marks)

### **QUESTION 4**

- a) Explain two justifications for undertaking exploratory data analysis quantitative research (4 marks)
- b) Describe three types of exploratory data analysis (6 marks)

### **QUESTION 5**

- a) Discuss the concept of mixed methods design as applied in scientific research (6 marks)
- b) Explain two justifications for choosing mixed methods design over a purely quantitative or purely qualitative design (4 marks)

### **QUESTION 6**

Demonstrate five features of scientific research available in the biblical story “Exploring Canaan” as recorded in the book of Numbers 13. (10 marks)