PAN AFRICA CHRISTIAN UNIVERSITY

(BBIT/BCOM/BBLD/BSIT/DICT)

END-OF-SEMESTER EXAMINATION

DEPARTMENT:	**COMPUTING &INFORMATION TECHNOLOGY**
COURSE CODE:	**BIT311, BSIT311, BUS2313, BCM304**
CAMPUS:	**ROYSAMBU**
COURSE TITLE:	**BUSINESS RESEARCH METHODS**
EXAM DATE:	**WEDNESDAY, DATE (DDTH MONTH YEAR)**
TIME:	**START HOUR – END 08:00-11:00HRS**

INSTRUCTIONS

- This exam script has **six** Questions.
- Read all questions carefully before attempting.
- Answer Question **ONE** and any other **three** questions
- Write only your **student number** on the answer booklet provided.
- None programmable calculators permitted
- Calculators on phones, tablets, and computers are NOT permitted in Theory Papers

© Copyright 2026 All Rights Reserved PAC University

QUESTION 1

You are part of a research team at a major e-commerce company called ShopNow. Over the past year, customer satisfaction has declined, as revealed by survey data and online reviews. Some customers have reported issues with delivery delays, product quality, and customer service response times. As a result, ShopNow has tasked your team with conducting research to identify the root causes of customer dissatisfaction and recommend actionable improvements. To successfully address this task, the research team will need to conduct a thorough study, using well-defined research methods to ensure accurate and meaningful findings. The project involves defining a clear research problem, designing an appropriate research approach, collecting and analyzing data, reviewing existing literature on customer satisfaction, and formulating objectives to guide the study. The goal is to present insights and actionable recommendations to the management team at ShopNow that will help the company enhance customer satisfaction and regain customer loyalty.

a) Discuss a potential risk of not using structured research methods in this study **(2 Marks)**

b) Justify an appropriate sampling technique effective in this context **(2 Marks)**

c) Based on the information provided, formulate a research problem for the ShopNow study on customer satisfaction **(3 Marks)**

d) Justify a research design suitable for ShopNow's study on customer satisfaction.

(2 Marks)

e) Explain any THREE data collection methods suitable for gathering information on customer satisfaction for ShopNow. **(6 marks)**

© PAC UNIVERSITY2026

QUESTION 2

Study this extract from a literature review to answer the questions below:

…Ibrahim et al., (2015) observed how the education system at most universities in Malaysia is exam-oriented – and so it is in many other universities across the globe such that attaining the highest score in an exam is viewed as 'coup det tat' of one's academic life. The researchers however observed that despite their excellent performance in exams, things turn out to be tragic when these graduates start seeking jobs because they lack the necessary skills needed by the employer. To remedy this, they recommend collaborative (peer-to-peer) learning arguing that it makes the learning process more meaningful and interesting. Stoerger (2008) added that focusing on collaborative learning encourages the development of new modes of interaction in the educational community. Another study conducted in Australia by Chandrasekaran et al., (2016) revealed that via social learning, learners get exposed to the same degree of knowledge and they can easily access relevant study materials through peer-to-peer engagement. Students admitted that they learn a lot through discussion forums and by interacting with other students online. RIT (2014) categorizes online educational interaction into three distinct yet convergent categories: learner-content, learner-instructor, and learner-learner. In this case, the concern is on the learner-to-learner which is so paramount that University accrediting agencies such as the Middle States Higher Education Commission require proof of it in online courses and program design. Student-to-student interaction supports successful and effective learning and helps students develop analytical and problem-solving skills (RIT, 2014).

a) Explain any THREE significances of literature review to the research project mentioned in the above case. **(6 Marks)**

b) Describe THREE attributes that will qualify the above case as a good literature review **(6 Marks)**

c) Explain THREE ways in which technology has helped to make the above case a good literature review **(3 marks)**

QUESTION 3

© PAC UNIVERSITY 2026

a) As a junior researcher, describe FIVE measures you would take to minimize pitfalls in data analysis. **(10 marks)**

b) "*Having the right research design is as good as half of the research already done*". Discuss this statement clearly showing the significance of having the correct research design. **(5 Marks)**

QUESTION 4

XYZ Retail is a national retail chain with a focus on providing high-quality consumer products. Despite having a loyal customer base, the company has seen a decline in customer satisfaction over the past year. Management believes that identifying the underlying causes and addressing them effectively could significantly improve customer retention and increase revenue. However, they are unsure of the best course of action. The company has decided to undertake a research project to identify the factors affecting customer satisfaction and come up with strategies to improve it. The research will be conducted over a six-month period, using various research methods to gather and analyze data. This study aims to understand customer preferences, their experiences with the store, and how to address their concerns.

a) Based on the XYZ Retail case study, propose three research objectives that would guide the study on customer satisfaction. **(3 marks)**

b) Explain TWO key areas you should focus on while reviewing existing research on customer satisfaction **(4 marks)**

c) Identify THREE ethical concerns while conducting this research **(3 marks)**

QUESTION 5

a) Elucidate FIVE key considerations when carrying out population and sampling for a business research project. **(5 marks)**

© PAC UNIVERSITY 2026

b) Discuss FIVE instances when you would prefer a questionnaire as a data collection tool instead of other forms. **(10 marks)**

QUESTION 6

a) State five reasons for sampling in the research process **(5 marks)**

b) Describe FIVE qualities of Effective research objective **(10 marks)**

© PAC UNIVERSITY2026