



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF GOVERNANCE MANAGEMENT SCIENCES

QUALIFICATION : BACHELOR OF BUSINESS MANAGEMENT	
QUALIFICATION CODE: 07BBMN	LEVEL: 7
COURSE CODE: BRP612S	COURSE NAME: BUSINESS RESEARCH PRACTICE
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Prof Martin Dandira
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INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. You are expected to apply your subject knowledge to the questions.3. Write clearly and neatly.4. Number your answers clearly.

PERMISSIBLE MATERIALS

1. Pen
2. Ruler

THIS QUESTION PAPER CONSISTS OF 7 PAGES (Including this front page)

SECTION A: MULTIPLE CHOICE: (20 MARKS) 1 MARK FOR EACH QUESTION

1. A literature review is an important part of the research process because
 - A.it is a summary of what literature is available on your topic
 - B.it allows you to identify and read key books and articles by some of the main figures who have written in the field.
 - C.my supervisor likes to create more reading for me.
 - D.I like to visit the library and read generally about my topic.

2. What is data collection?
 - A. Collecting the research question and objectives
 - B. Gathering the information (data) which will help you address your research question
 - C. Reviewing the literature review
 - D. Outlining how you will gather the information for your research question

3. What is good research? The following are correct except
 - A. Purpose clearly defined
 - B. Research process detailed
 - C. Research design thoroughly planned
 - D. Findings presented ambiguously

4. Secondary data can almost always be obtained more quickly and at a lower cost than _____ data.
 - A. Tertiary
 - B. Collective
 - C. Research
 - D. Primary

5. The chapter that details the way in which the research was conducted in the _____ chapter
 - A. Introduction
 - B. Literature review
 - C. Research Methodology
 - D. Data analysis

6. The data which is collected by the researcher freshly for the first time is called
 - A. Primary data
 - B. Secondary data
 - C. Nil data
 - D. Data source

7. The data which is already collected is called
 - A. Primary data
 - B. Secondary data
 - C. Extraordinary data
 - D. Data source

8. Research is defined as
 - A. Again and Again search for knowledge

- B. Getting information from another report
- C. Gathering data from the internet
- D. Reliability

9. A hypothesis is
- A. A provisionally accepted hypothesis
 - B. A proven hypothesis for an argument
 - C. Not required to be tested
 - D. None of the above

10. Which of the following is *not* a type of non-probability sampling?
- A. Stratified random sampling
 - B. Snowball sampling
 - C. Quota sampling
 - D. Convenience sampling

11. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?
- A. Rating Scale
 - B. Interview
 - C. Questionnaire
 - D. Schedule

12. Which one is called non-probability sampling?
- A. Quota sampling
 - B. Cluster sampling
 - C. Systematic sampling
 - D. Stratified random sampling

13. The research problem is selected from the standpoint of
- A. Social relevance
 - B. Financial support
 - C. Researcher's interest
 - D. Availability of relevant literature

14. A questionnaire is filled by
- A. Respondent
 - B. Everybody
 - C. Enumerator
 - D. None of the above

15. The wrong questionnaire is an example of
- A. Primary data collection instrument
 - B. Secondary collection problem
 - C. a and b both
 - D. None of the above

16. The existing company information is an example of which data??
- A. Primary
 - B. Secondary

- C. Both a and b
- D. None of the above

17. Cluster sampling, stratified sampling, and systematic sampling are types of

- A. Direct sampling
- B. Indirect sampling
- C. Random sampling
- D. Non-random sampling

18. When one examines the entire population instead of a subgroup of the population, this is called a _____

- A. Sampling
- B. Census
- C. Population
- D. Bias

19. SPSS is an acronym for the following?

- A. Statistical Predictions for Social Sciences.
- B. Sexual Preferences for the Sixties and Seventies.
- C. Statistical Package for the Social Sciences.
- D. Sexual Performance and SAD Syndrome.

20. _____ research deals with the data and numbers and relies on statistical analysis to address research questions and contribute to science.

- A. Quantitative
- B. Qualitative
- C. Operationalization
- D. None of the above

SECTION B: TRUE/ FALSE:(50 MARKS) 2 MARKS FOR EACH QUESTION

1. A “hypothesis” is the research method term used to describe the expected relationship between variables.

True/False

2. The term 'research methodology' refers to the theory of how research should be undertaken

True/False

3. Primary sources are original sources directly collected by the researcher, not collected earlier

True/False

4. Secondary sources are readily available, with compiled statistical statements and reports. Census reports, Annual reports, and Government reports. Published and unpublished data.

True/False

5. Data is facts and other relevant materials past and present, serving as the basis for study & analysis.

True/False

6. Validity extent to which the instrument measures what is expected to measure.

True/False

7. Reliability denotes the consistency of the measurement

True/False

8. Mixed methods research is a type of research that combines qualitative and quantitative research techniques into a single study.

True/False

9. Personal interviews are more common with qualitative research, and survey research is more common with quantitative research.

True/False

10. Greater confidence in the research is warranted if the researcher is experienced, has a good reputation in research, and is a person of integrity

True/False

11. Research is any organized inquiry carried out to provide information for solving problems.

True/False

12. Diagnostic research is determining the frequency with which something occurs or with which it is associated with something else

True/False

13. Descriptive research is when you gain familiarity with a phenomenon or achieve new insights into it

True/False

14. Exploratory research portrays accurately the characteristics of a particular individual, situation, or group.

True/False

15. In Sampling, the units are highly homogenous in nature. Hence a few will adequately represent the population.

True/False

16. Experiments provide explanations of cause and effect.

True/False

17. A good statement of the problem should express the relationship between variables

True/False

18. Intervening or mediating variable surface when independent variable stops operating.
True/False

19. One of the importance of the literature review is that it provides strengths and weaknesses of other studies
True/False

20. Conceptual framework: is the relationship among constructs and concepts in a study which one researcher will study to *achieve* the set objectives and respond to research questions and hypothesis
True/False

21. A statement of the problem is a declarative statement but may be in question form.
True/False

22. Atlas ti is an example of a qualitative tool for analyzing data
True/False

23. Census is when each member of the population is supposed to be included and classified (eg .gender, employment status, and others)
True/False

24. Qualitative data is text-based information that provides descriptive details, often collected from interviews, focus groups, or observations
True/False

25. Simple random sampling gives each element an equal and independent chance of being selected.
True/False

SECTION C: SHORT ANSWERS: 30 MARKS

1. Explain any five (5) ways that help us to know that we have a research problem **(10 Marks)**

2. Explain the following terms
 - b. Null hypothesis **(3 Marks)**
 - c. Alternative hypothesis **(2 Marks)**

 - c) Give two examples of statements in the Null hypothesis **(5 Marks)**

 - e) Give two examples statements in the Alternative hypothesis **(5Marks)**

3. Give three examples of probability sampling **(5 Marks)**

END OF THE EXAMINATION

TOTAL OF 100 Marks

GOOD LUCKY

