

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**DIPLOMA IN BUSINESS MANAGEMENT**

**MAIN PAPER**

**DM124:**

**RESEARCH METHODS**

**INTAKE 5 :**

**FIRST YEAR SECOND SEMESTER**

**TIME:**

**2 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

Answer **three** questions.

**Question 1**

‘Unavailability of public data in Zimbabwe affects quality research’. Discuss.

[25]

**Question 2**

Categorise the 2 main branches of literature and justify their rationale in research.

[25 ]

**Question 3**

Characterise and outline characteristics of a good research instrument using a questionnaire and a focus group as examples.

[25]

**Question 4**

Outline the standard activities to enhance data validity and reliability. [25]

**Question 5**

Recognise any five causes of biases which researches attempt to reduce in order to validate a study.

[25]

**Question 6**

Formulate a business topic of your choice and outline elements in a standard research proposal.

[25]

**END**