



ZCAS University

Graduate Research Methods

BBA 5101

MID-SEMESTER TEST

MONDAY

16th OCTOBER 2023

16:30 – 19:30 HOURS

TIME ALLOWED: THREE HOURS (plus 5 minutes to read through the paper)

INSTRUCTIONS:

1. Section A: Question One in Section A is **compulsory**.
2. Section B: Answer Two (2) questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

SECTION A: Question One is compulsory and must be attempted

Case Study

BLUELINE COMPANY LTD

In early 2002, Blueline Company Ltd launched a new advertisement campaign featuring leading Zollywood actor - Nguzu. The advertisement with the tagline – Blueline the Covid19 solution targeted at rural and semi-urban consumers. According to company sources, the idea was to position Blueline Company Ltd.'s products as a generic brand to be taken even in quarantine. The campaign was launched to support Blueline Company Ltd.'s rural marketing initiatives.

Blueline Company Ltd began focusing on the rural market in the early 2000s in order to increase volumes. This decision was not surprising, given the huge size of the untapped rural market in Zambia.

With flat sales in the urban areas, it was clear that Blueline Company Ltd would have to shift its focus to the rural market. Nalwendo, spokesperson - Blueline Company Ltd, said, "The real market in Zambia is in the rural areas. If you can crack it, there is tremendous potential for market share and profit margin growth.

However, the poor rural infrastructure and consumption habits that are very different from those of urban people were two major obstacles to cracking the rural market for Blueline Company Ltd. Due to the erratic power supply, most grocers in rural areas did not stock cold drinks. The other thing that is not clear by the company is whether the rural community preferred traditional cold beverages such as Chibwantu and Katata beverages. Further, the company is not sure which pricing strategy to use for the beverages.

QUESTION ONE

(a) As a researcher, describe the problem or opportunity Blueline Company Ltd is facing in the marketplace. **(15 marks)**

(b) The company management has requested you to write a research proposal. Explain the stages of the research proposal. **(20 marks)**

(c) With the use of a diagram, evaluate at least **THREE (3)** factors you would consider to be part of the conceptual framework for Blueline Company Ltd's proposed study. **(15 marks)**

(Total: 50 marks)

SECTION B: Attempt any TWO questions in this section.

QUESTION TWO

Sampling techniques provide a range of methods that enable you to reduce the amount of data you need to collect by considering only data from a sub-group rather than all possible cases or elements. Define sampling and discuss **FOUR (4)** probability sampling techniques. **(25 marks)**

QUESTION THREE

- a) To fully understand the situation of Blueline Company Ltd, there is a need to conduct research. Evaluate the importance of research and the consequences of not investing in research.

(13 marks)

- b) Discuss the advantages and disadvantages of using secondary data in research projects.

(12 marks)

(Total: 25 marks)

QUESTION FOUR

- a) Blueline Company Ltd has hired you as a research consultant and would like you to assist them in fully understanding the relationships and differences between a theoretical framework and a conceptual framework. **(10 Marks)**

- b) There were arguments in the management team concerning the type of research that Blueline Company Ltd should conduct, somebody mentioned Deductive, inductive, and mixed research. Discuss deductive, Inductive, and Mixed research.

(15 Marks)

(Total: 25 marks)

END OF TEST