



**FACULTY OF BUSINESS SCIENCES AND MANAGEMENT**

**DEPARTMENT OF MARKETING**

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**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**RESEARCH METHODS [BMA2204]**

FINAL EXAMINATION

JUNE 2025

DURATION: 3 HOURS

**INSTRUCTIONS**

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. All Questions carry 25 marks each.
3. Begin each question on a new page.
4. Write clearly and legibly.

**INFORMATION**

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

### **Question 1 [Compulsory]**

Construct a 10-item questionnaire intended to measure customer satisfaction in online shopping, using various types of questions and scaling techniques. **[25 marks]**

### **Question 2**

Compare and contrast experimental and case study research designs in terms of structure and application. **[25 marks]**

### **Question 3**

a) Given the broad topic "Social Media and Academic Performance", formulate two specific research questions. **[10 marks]**

b) Assess the strengths and limitations of using surveys as a primary data collection method. **[15 marks]**

### **Question 4**

a) Evaluate the advantages and disadvantages of using data analysis software in research. **[12 marks]**

b) Apply appropriate sampling techniques to a study investigating employee satisfaction in a multinational company. **[13 marks]**

### **Question 5**

Apply the principles of effective questionnaire design to develop three sample questions for a study on student mental health. **[25 marks]**

### **Question 6**

Evaluate different types of research designs and justify which would best suit a study on customer loyalty in the hospitality industry. **[25 marks]**

**End of Paper**