



FACULTY OF MANAGEMENT

First Semester Main Examination

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| DEPARTMENT | Department of Business Management |
| <u>MODULE</u> | Research Methodology NQF 8 |
| <u>CODE</u> | STM8X06 |
| <u>DATE</u> | 22 May 2017 |
| <u>DURATION</u> | 3 HOURS |
| <u>TIME</u> | TBA |
| <u>TOTAL MARKS</u> | 100 |

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| <u>EXAMINER</u> | Dr. P. Thomas |
| <u>MODERATOR</u> | Dr. J. Gobind |
| <u>NUMBER OF PAGES</u> | 5 PAGES including this page |

INSTRUCTIONS TO CANDIDATES:

SECTION A

Answer any 3 of the 4 questions

SECTION B

ANSWER ALL QUESTIONS IN SECTION B

- This is an **OPEN** book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

You may bring theory statistics/ research methodology textbooks, printed slides from the STM8X06 course, your own hand written notes and extra printed material to use in the exam.

No use of electronic equipment is allowed in the exam.

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| SECTION A (60 marks) ANSWER ANY THREE (3) OF THE FOLLOWING FOUR (4) QUESTIONS | | |
| SECTION A QUESTION 1 1.1 Discuss the application of the Quinlan (2011), Bryman and Bell (2011) approach to developing the sections of a research article/ dissertation by following the development of the article/ dissertation framework using four (4) sub frameworks. 1.2 Describe how Excel™ is used to capture quantitative primary data from paper feedback forms. 1.3 Give an example of a statement and answer for a dichotomous, demographic, nominal variable. | (12) (6) (2) | [20] |
| SECTION A QUESTION 2 Critically review the purpose of a pilot study/ pre testing questions for a self-completion questionnaire or structured interview. | (20) | [20] |
| SECTION A QUESTION 3 1. Consider the following question: <i>Are data collected to test or to build theories?</i> Apply this question to critically review the two (deductivism and inductivism) different approaches in interpreting the relationship between theory and research. | (20) | [20] |
| SECTION A QUESTION 4. 4.1 Discuss the role of in-text referencing in writing your research. 4.2 Discuss the role of a reference list in writing your research. 4.3 Recommend two (2) ways in which to avoid 'plagiarism' in your research writing. | (6) (6) (8) | [20] |
| SECTION B - 40 Marks CASE STUDY – ANSWER ALL OF THE FOLLOWING QUESTIONS (COMPULSORY) Read the following extract: | | [40] |

THE ROLE OF MANAGEMENT SUPPORT IN PROMOTING CORPORATE ENTREPRENEURSHIP WITHIN SME'S IN THE SEAFREIGHT TRANSPORT INDUSTRY

C Schachtebeck and C Nieuwenhuizen

University of Johannesburg, PO Box 524, Auckland Park, Gauteng, South Africa, 2006,

Management support is widely reported to be a contributor to influencing corporate entrepreneurship (CE) within organisations. Managerial support and attitude are described as having a direct positive link on the levels of corporate entrepreneurial activity exhibited in organisations. This paper provides an overview of the role of managerial support within Small and Medium-sized enterprises (SMEs) in the seafreight transport industry. A questionnaire, adapted from the Corporate Entrepreneurial Climate Instrument (CECI), developed by Morris, Kuratko and Covin (2008), was distributed to organisations of differing sizes in the seafreight transport sector. The questionnaire measured key antecedents (attitudes and perspectives) of corporate entrepreneurship passed on levels of agreement with statements. The sample size for this study consisted of three organisations of various sizes. Data was analysed by means of a one-way between-groups ANOVA. Results indicate that managerial support for corporate entrepreneurship in the sampled SMEs is relatively low. Results further indicate that as an SME increases in size, its level of management support for corporate entrepreneurship improves. Middle-level and senior managers harbour significant influence over the level of CE displayed by their organisations. This influence can be expressed by means of support for internal entrepreneurial initiatives. This paper provides recommendations regarding initiatives SMEs can undertake to improve managerial support levels. The findings and recommendations of the paper are of particular interest to middle-level and senior managers within SME's in the seafreight industry who have a direct influence over managerial support levels in their respective organisations. This could indicate that as an SME grows in size and its policies tend to formalise, the managerial awareness and need for CE becomes more prevalent. The literature shows that smaller SMEs tend to be dominated by the entrepreneur-owner. This research adds new knowledge in that the findings infer that the larger an organisation becomes, the smaller the influence of the entrepreneur-owner. This could further influence the extent to which employees are allowed, or not allowed, to exhibit entrepreneurial tendencies in smaller organisations.

Source: Adapted from Schachtebeck & Nieuwenhuizen, 2016.

ANSWER THE FOLLOWING:

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| 1. | Apply the framework of a structured abstract to rewrite the extract of the research case study. | (28) |
| 2. | Describe the key concept explored in this paper. | (2) |
| 3. | Identify one (1) independent variable and one (1) dependent variable. | (4) |

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| 4. Discuss the type of methodology (qualitative or quantitative) applied in this research arguing for its appropriateness for exploring SME managers attitudes to CE in the sea freight transport industry | (6) | |
| TOTAL | | 100 |