## **Department of Business Management**



## Johannesburg Business School College of Business and Economics

## First Semester 2018 Summative Assessment SUPPLEMENTARY EXAM

MODULE	Research Methodology NQF 8
CODE	STM8X06
DATE	TBA 2018
DURATION	3 HOURS
TOTAL MARKS	150

EXAMINER

Dr. P. Thomas

NUMBER OF PAGES

11 PAGES including this page

## **INSTRUCTIONS TO CANDIDATES:**

SECTION A (100 marks) ANSWER 4 of 5 theory questions (4 x 25 marks)

SECTION B (50 marks) Case study – answer ALL questions

- This is a **CLOSED** 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.

SECTION A (100 marks)		
ANSWER ANY FOUR (4) OF THE FOLLOWING FIVE (5)		
QUESTIONS		
SECTION A QUESTION 2 (25 marks)		[25]
		[23]
<b>Read the entire question before beginning:</b> Explain the phrase <i>'managing your time and resources'</i> in connection		
with conducting your research project.		
Additionally, sketch a gantt chart/ Excel/ or a table - to demonstrate		
your understanding. The time, human resources and finances required should be shown. Be sure to sketch the phrase <i>'managing your time</i>	(25)	
and resources' in terms of stages in a research project.	(25)	
SECTION A QUESTION 3 (25 Marks)		[25]
Read the following abstract:		
ASSESSING THE POTENTIAL BENEFITS OF ROAD INFRASTRUCTURE DEVELOPMENT FOR POVERTY ALLEVIATION: LESSONS LEARNT FROM DEVELOPING ECONOMIES C SCHACHTEBECK and JM MBUYA		
<b>ABSTRACT</b> Poverty remains a critical challenge in developing economies, as presented in the Sustainable Development Goals. The South African government, in particular, has undertaken a number of initiatives to alleviate poverty. However, a symbiotic relationship can be created when infrastructure development and poverty alleviation are considered in unison. A clear distinction needs to be drawn between urban and rural road transport infrastructure development and the associated benefits for these differing contexts.		
This study investigates the potential benefit that road transport infrastructure development has for poverty alleviation. The study was qualitative in nature and made extensive use of secondary sources, particularly focused on research from developing economies. Furthermore, an inductive research approach was followed. The contribution of the research is a theoretical overview of the potential benefits road infrastructure development has on prevailing and future poverty levels, from an emerging economies lens.		
Results indicate a strong positive relationship between road infrastructure development and poverty alleviation. Both direct and indirect poverty-related benefits can be associated with this type of investment. In particular, the investment does not only result in the creation of job opportunities, but also has associated effects on standards of living, market accessibility, community development and local growth rates.		
<b>Use the abstract and its contents to answer the following:</b> 3.1 Discuss whether the epistemology of this research makes a positivist or interpretivist assumption about this knowledge.	(5)	
3.2 Using your decision from 3.1, use 4 (four) quotes from the abstract to support your answer.	(20)	
SECTION A QUESTION 4 (25 marks)		

Consider the following:		2018
<b>Consider the following:</b> You want to conduct a quantitative survey to establish the profile of fans attending South African women's' soccer matches.		
4.1 Discuss the differences between closed ended questions and open ended questions on a survey.	(10)	
4.2 You have a quantitative questionnaire and intend to sample 120 randomly selected women's' soccer fans. You need to profile the fans attending the match by capturing their demographic details.		
Using five (5) demographic closed ended questions, sketch (as below) and annotate questions that demographically profile woman's soccer fans.		
<ul> <li>Note: Use a column of numbers as a tick box for each demographic closed ended question (hint: the STASKON scale example form had this type of demographic questions in the 1<sup>st</sup> section).</li> <li>The following is an example of a closed ended question for car type a respondent might have (NOT applicable to a soccer fan survey):</li> <li>Make of car you drive?</li> </ul>	(15)	
Toyota 1		
Suzuki 2 VW 3		
Renault 4		
<b>Consider the following statement:</b> Triangulation in research design entails using more than one method of investigation and source of data in the study of social phenomena so that findings can be cross checked and as a reliable and valid way to understand the complex social realities like corporations.		
Explain the value of triangulation in each of the following cases:		
<b>5</b> 4 Mars and here we destabling a data a small to the second se		
5.1 You are <u>busy undertaking doing</u> qualitative research on the value of management training in electronic cellphone repairs in a single firm. You interview managers from operational management on the production line of the repair factory; middle management in a function of the firm e.g. the marketing/ finance/ and HR department; and the firm's top management (CEOs). All have recently received training in report writing.		
of management training in electronic cellphone repairs in a single firm. You interview managers from operational management on the production line of the repair factory; middle management in a function of the firm e.g. the marketing/ finance/ and HR department; and the firm's top management (CEOs). All have recently received training in	(8)	
of management training in electronic cellphone repairs in a single firm. You interview managers from operational management on the production line of the repair factory; middle management in a function of the firm e.g. the marketing/ finance/ and HR department; and the firm's top management (CEOs). All have recently received training in report writing. Discuss the value of the participant selection above in terms of	(8)	

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5.3 You are interested in finding out why people attend female soccer matches. You decide to interview a woman's soccer coach, a woman's team manager and a female soccer player (qualitative). You also decide to interview adult attendees at a female soccer match using a quantitative survey instrument.		
Discuss the value of this research strategy in terms of triangulation.	(9)	
SECTION B (50 marks) ANSWER ALL QUESTIONS IN THIS SECTION		
READ the case study in the APPENDIX 1 below. Answers the following questions.		
B1. Write a research problem (not more than 5 lines) for the case study below.	(10)	
B2. Write a research question for the case study that addresses the research problem of B1.	(5)	
B3. Set a Primary Objective for the research of this case study.	(5)	
B4. Outline a <b>qualitative</b> research design <b>process</b> suitable to address items B1, B2 and B3.	(20)	
B5. Describe three (3) types of participants you would want to interview in order to address the research question. Be clear in your arguments as to why their opinion(s) would be important.	(10)	
APPENDIX 1 – CASE STUDY		
<b>BACKGROUND TO THE RESEARCH PROBLEM</b> There are many businesses in today's world that are becoming more environmentally sustainable in the products and services they offer to tourists, as tourists' awareness on the impacts of tourism on the environment is increasing and is becoming crucial in choosing where they will travel and stay. The effect of climate change, along with pollution and the depletion of non-renewable natural resources, have given rise to environmental awareness (Douglas, 2006:458).		
Even though the word green practices comes across as positive, responsible and creating a better environment for the future, it's important to understand that this is not always the case, there are certain disadvantages for a business going green (Biondi and Frey, 1995). In green practices, negativity can arise from small business because the practices require the business to always update and maintain their green initiatives. In terms of greening the business, effort and dedication takes time and work.		
The accommodation sectors are developing many green practices in order to minimize the impacts that their business environment is creating such as greenhouse gases, climate change and waste. Green practices mean to		

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increase the knowledge on how industries can become more environmentally	
friendly and ecologically responsible about management decisions and	
consumer lifestyles, which can in turn help protect the environment. Tourism	
is moving as an industry towards sustainability, which 'meets the needs of the	
present without compromising the ability of future generations to meet their	
own needs' (Brundtland, 1987:8). Porritt and Winner (1988) stated that	
businesses can assist in protecting the environment by becoming green	
businesses, in other words becoming sustainable businesses in terms of	
environmental management.	
Lilogo Lodge, a leisure tourism accommodation in Johannesburg, implements green practices but have never measured the impact of their efforts on its tourist trade.	
TOTAL	150