FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence & Information Systems
DEPARTMENT	Marketing Management
CAMPUS	APB
MODULE NAME	Applied Research for Retailers
MODULE CODE	ARR21B1
SEMESTER	Second
ASSESSMENT	Final Summative Examination (Main examination)

ASSESSMENT DATE	12 November 2019	SESSION	12h30
ASSESSOR	Ms N Cunningham		
MODERATOR	Mrs C Smith		
DURATION	N/A (hand-in exam)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	6

INSTRUCTIONS TO CANDIDATES:

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Step 1:

- Read the guide to writing the sections within the research article (refer to the "Guide to writing a Research Article" on Blackboard).

Step 2:

- Continually work on the research article throughout the semester and submit your sections to the tutor by the set due dates (refer to the "Submission of Article Sections" document available on Blackboard).
- Ensure that you collect your data **before** class on the 11th of September 2019 as this is when we will be entering your data into SPSS.

Step 3:

- Submit your 90% completed draft to Ms Cunningham by the 14th of October 2019 (via email). This must be a good attempt at your research article so that comprehensive feedback can be provided.
- Make an appointment with the Writing Centre to review your final research article prior to submission on the 12th of November 2019.

Step 4 (submission of final research article):

- Submit your research article through Turn-It-In **before** 12th of November 2019. You are required to submit the similarity report (showing the percentage) with your examination. Your similarity percentage must be below 20%. Please ensure that you do not plagiarise, even if the percentage is below 20% you should not have complete sentences/sections highlighted.
- Formatting of research article:
    - The examination should not exceed 25 typed pages **excluding** the cover page, reference list and appendix.
    - The examination should be typed in Arial 11, 1.5 line spacing, 2.5 cm page margins.
    - Structure your article by using appropriate headings and sub-headings.
    - Headings should be numbered, in bold and typed in capital letters.
    - Sub-headings should be numbered, in bold and typed in lower case.
    - Follow the UJ style and reference guide (Harvard referencing) when compiling the research article.
- Submit the completed research article during the examination time (between: 12h30 – 13h00) in hard copy, ring bound, at the examination venue on 12th of November

2019. No submissions will be accepted within the 30 minute time frame – as per UJ examination rules.

- Checklist of documents to attach to your submission:
    - o Cover sheet
    - o Plagiarism declaration
    - o Similarity report from Turn-it-In
    - o Letter from the Writing Centre confirming that your article has been through the editing process
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTIONS REQUIRED IN THE RESEARCH ARTICLE:

1. Title (2 marks)
2. Abstract (5 marks)
3. Introduction (8 marks)
4. Literature review (15 marks)
5. Problem statement (10 marks)
6. Research objectives and hypotheses (5 marks)
7. Research methodology (15 marks)
8. Results (15 marks)
9. Recommendations (10 marks)
10. Conclusion (5 marks)
11. Reference list
12. Appendix (questionaire)

10 marks are allocated to the technical aspect of your research article bringing the total allocated to the research article to **100 marks.**

RUBRIC USED TO ASSESS RESEARCH ARTICLE:

Section	Requires attention	Sufficient	Excellent
Title	0 marks • Title is not clear and does not relate to topic at hand	1 mark • Title is clear but is missing some key information (i.e. outcome of study, industry etc.)	2 marks • Title is clear and includes all of the necessary information (i.e. outcome of study, industry selected etc.)
Abstract	0 – 2 marks • Requires more detail • Abstract does not include the key aspects of the study • Abstract is not concise	2 – 3 marks • Abstract is clear but information is missing (i.e. research methodology followed) • Abstract does not communicate the essence of the study	4 – 5 marks • Abstract is well-written and covers the important components required within an abstract • Abstract is within the 200 word limit
Introduction	0 – 2 marks • Introduction does not flow nor does it provide a clear indication of the study and its importance • Theoretical support is lacking	3 – 5 marks • Introduction suggests what the study entails • Argument could be improved in terms of flow	6 – 8 marks • Introduction is clear and concise • Provides a good understanding of the study and its importance • Introduction flows and is supported by sufficient theory
Literature review	0 – 5 marks • Literature review is not well-developed and does not include the detail required for this submission • No/lack of theoretical support and contextualisation	6 – 10 marks • Literature review includes most/all of the elements required however the depth is not sufficient • Limited theoretical support or overuse of the same source • Lack of contexualisation	11 – 15 marks • Literature review is well-written and covers all of the necessary elements required in a literaure review at this level • A range of theoretical support is provided and the argument is clear and contextualised to the topic.
Problem statement	0 – 3 marks • Problem statement not clear, the reason for the study is not clearly articulated • No/lack of theoretical support	4 – 7 marks • The elements of the problem statement are included but articulation could be improved as the reasoning for the study is not as clear as it could be • Limited theoretical support	8 – 10 marks • Problem statement clearly articulates why the study is necessary • Theoretical support is evident

Section	Requires attention	Sufficient	Excellent
Research objectives & hypotheses	0 – 2 marks • Research objectives and hypotheses are not developed correctly	2 – 3 marks • Research objectives and hypotheses include the correct elements of an objective or hypothesis however they are not empirical in nature	4 – 5 marks • Research objectives and hypotheses are clearly written and relate to the study at hand
Research methodology	0 – 5 marks • Research methodology is not detailed enough and is not appropriate for this level	6 – 10 marks • Detailed research methodology provided however the choices/selections are not as detailed as they could be • Linkage between research methodology and research objectives/hypotheses not clear	11 – 15 marks • Research methodology is clear and appropriate for the study at hand • Well-supported with theory
Results	0 – 5 marks • Presentation of results not sufficient for this level • Input files from SPSS copied into the article • Lack of discussion/analysis	6 – 10 marks • The necessary results have been presented in the correct manner • The results section flows from the presentation of descriptive statstics to inferential statisucs • Interpretation of results could improve	11 – 15 marks • Results section is well-written and flows (descriptive to inferential) • The results have been interpreted and communicated correctly
Conclusion & recommendations	0 – 5 marks • Conlusion does not summarise the study • Limited/no recommendations provided	6 – 10 marks • Conclusion does not fully communicate the essence of the study • Recommendations are provided yet they are not based on the results of the study and are generic in nature	11 – 15 marks • Well-written conclusion that communicates the essence of the study and provides a good summary of why the study was necessary and what it achieved • Recommendations are clear and based on the results of the study
Technical	0 – 4 marks • A number of technical errors are apparent (i.e. incorrect referencing, layout etc.)	5 – 7 marks • Limited technical errors (i.e. incorrect referencing, layout etc.)	8 – 10 marks • None/very few technical errors (i.e. incorrect referencing, layout etc.)
TOTAL: 100 MARKS			