Department of Business Management

Johannesburg Business School
College of Business and Economics

First Semester 2020 Summative Assessment
FINAL MAIN ASSIGNMENT (50%)

MODULE	Research Methodology NQF 8
CODE	STM8X06
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EXAMINER	Dr. P. Thomas
EXTERNAL MODERATOR	Dr J. Usher
NUMBER OF PAGES	8 PAGES including this page

INSTRUCTIONS TO CANDIDATES:

SECTION A – general instructions and ways to gain marks (20 marks)
SECTION B - ANSWER ALL 5 theory questions (50 marks)
SECTION C Case study – answer ALL questions (30 marks)

- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- **Upload answers in a PDF document.**
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION A (20 marks can be awarded over and above the 80 marks for questions answered as follows)

BEFORE YOU BEGIN READ THIS SECTION CAREFULLY:

At an honours level you must be able to collate information from different reliable and valid sources and synthesise all this information to produce a coherent synopsis of an argument or claim. This includes following instructions on how to set out your work to gain maximum answers.

You have had practice reviewing African academic articles both qualitative and quantitative which demonstrate synthesis.
You have done a number of scaffolding online tests that highlighted key differences between qualitative, quantitative and action research.
You have done some old exam type questions so you are familiar with the construction of the questions that follow.

Please look at the mark weighting as explained in B and C carefully. Section A marks are awarded across B and C so this is a way to gain extra marks in sections B and C.

Use all resources at your disposal to answer the questions.

The assignment will be uploaded for marking through *safeassign* so plagiarism will be recognised and a mark of ZERO may be awarded.

Cheating from another student's work may result in disciplinary measures by the University.

SECTION A can gain you an EXTRA 20 marks (referencing 15marks + 5 marks editing).

Read how to gain these marks:

1) **USE pertinent academic referencing (15 marks for entire paper = 10 marks for all questions in section B + 5 marks for Section C)**

   Use Harvard-UJ academic referencing techniques <u>both in your answer (in the text) and in mini reference lists for each answer.</u>

   Place the mini <u>reference list</u> in the row of the question to which it applies to. Do NOT put all the references together at the end of the assignment as one 'lump'.

   Use page references where possible with your in-the-text references e.g. (Smith, 2018:**115**).

   The references you choose per question must support the claim or argument you are making.

A guideline for the number of references per question answered is 3-5 or more for **section B.**

For **section C** there should be 8-12 references or more.

Remember that references from the last 5 years are considered more reliable because technology and 4IR means we are experiencing great change, and newer articles often reflect this.

You have been given the Harvard UJ referencing style to write your supervised reports.

2) Editing instructions (worth 5 marks)

SA English must be used throughout NOT USA English e.g.
recognise is SA English spelling – correct.
recognize is USA English spelling – incorrect.

The text must be left and right justified in the answer row.

Good grammatical English is required (commas, full stops, quotation marks, paragraphs etc).

Use Arial Font 11pt with 1.5 lines spacing – which is the font and line spacing used by UJ for most theses.

*****References in the reference list are single line spacing and left justified.

EXAMPLE of answering

B1. What does the acronym CAT at UJ stand for?

NB: note the left and right text justification/ the in-the-text referencing style/ the font size and line spacing
NB: note that references are single line spacing and left justified.

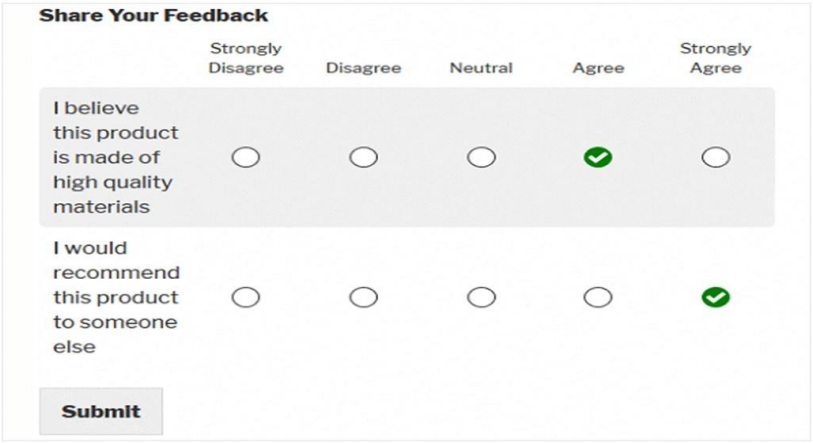
EXAMPLE ANSWER
B1. Answer

The acronym CAT stands for Centre for Academic Technologies (University of Johannesburg, 2020:6). The centre undertakes XXXXXXX XXXXXX XXXXXXXXX XXXXXXXXXX XXXXX (Smith, 2019:118). The people who use the centre do so to XXXXXXXXXXXXXX XXXXXXX XXXXX XXXXXXX.

Reference list for B1

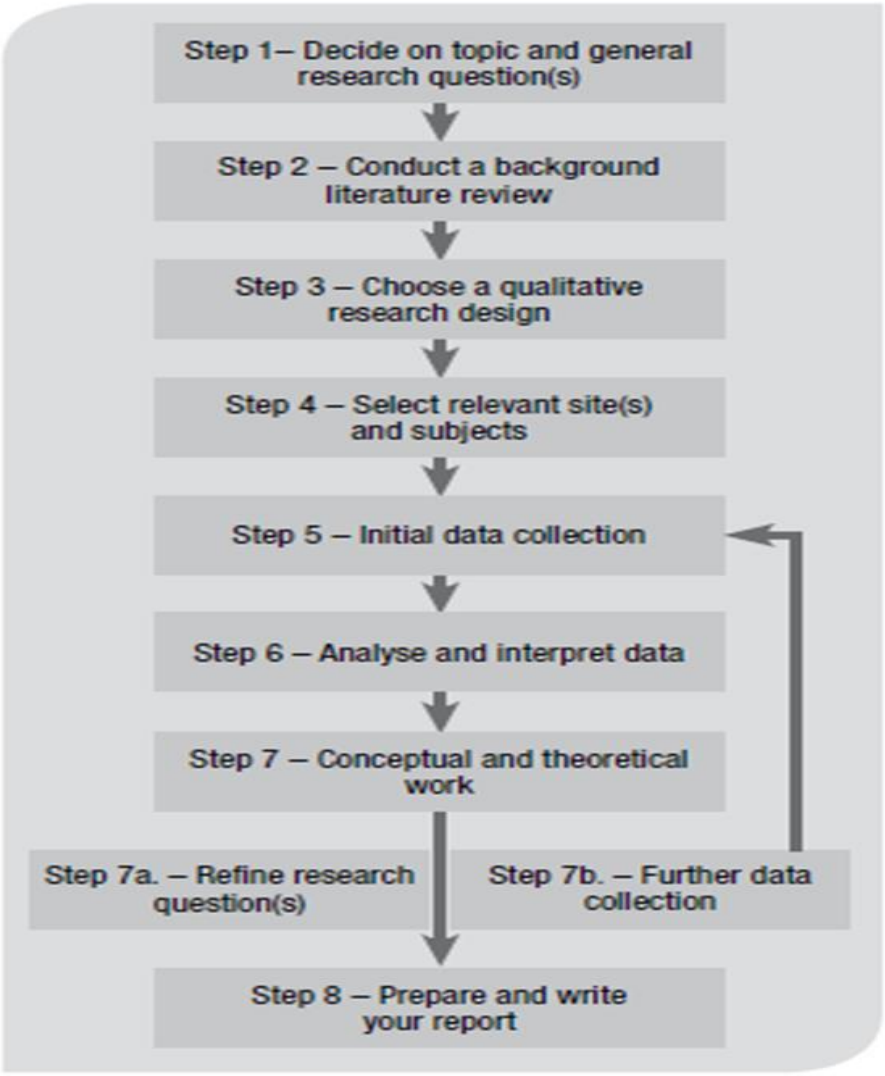
University of Johannesburg. 2020. Centre for Academic Technologies (CAT). Available from: https://www.uj.ac.za/corporateservices/ads/CAT (Last accessed: 20 April, 2020).

Smith. 2019.Article or book or website title. Journal issue volume pages.

SECTION B (50 marks) **ANSWER <u>ALL 5</u> QUESTIONS**		
SECTION B QUESTION 1 (10 marks) Critically review the following figure:  Interpret as many of the aspects of this figure as you can. Relate all aspects you describe to carrying out research. Make 10 valid points to gain full marks. Label your points 1 through 10. Do not use short-hand/brief bullet points: write in full sentences.	**(10)**	**[10]**
SECTION B QUESTION 2 (10 marks) **Review the following case study:** Technology is the driver of industry innovations. One disruptive innovation that has implications for third party logistic (3PL) service providers is the technology of 3D printing. 3D printing enables manufacturers to produce their product at geographically remote areas no longer needing a 3PL service provider to move and warehouse products. This could result in many current services as offered by 3PLs to manufacturers, being changed. A qualitative case study methodology, to explore the implications of 3D printing for a South African 3PL provider, was employed. The research findings indicated that 3D printing impacts must be considered in terms of adaptive strategies by 3PLs if competitive advantages and customer service are to be assured in the future. **3D = three dimensional printing – printing a sloid shape from computer coded instructions** **3PL = 3rd part logistics provider – i.e. a courier service who carries goods from the manufacturer to the shop e.g. car spares from the manufacture to the car repair shop** **These 3PL services would be disrupted by this new technology as manufacturers would not need the courier services – they would simply print their product using 3D machinery at the car repair service workshop.** **Source: MS Radebe and S Nabee and P Thomas, 2018.**		**[10]**

Using the qualitative research process below, describe how you will gather the perceptions of senior 3PL business owners from 8 firms to assess how this 3D technology may change their business models. **(10)**

Note: deal only with steps 1 through 8 including step 7 but leaving out sub steps 7a and 7b.



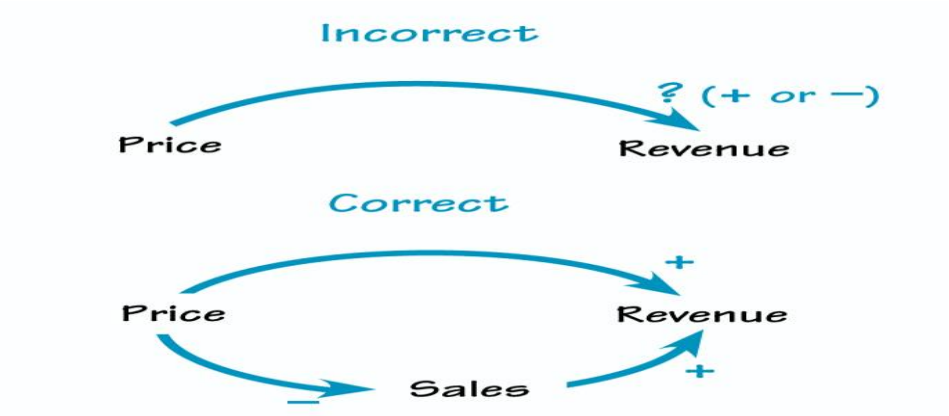
B QUESTION 3 (10 marks) **[10]**

Explain each of the following research terms using appropriate business or research examples to demonstrate your understanding:

1) Random, stratified sampling; **(1)**
2) Convenience sampling; **(1)**
3) Purposeful sampling **(1)**
4) Snowball sampling; **(1)**
5) Random sampling; **(1)**
6) Plagiarism; **(1)**
7) Anonymity during primary data research collection; **(1)**
8) Harvard referencing technique; **(1)**
9) Data saturation. **(2)**

SECTION B QUESTION 4 (10 marks)

Examine the figure below – read the NB section before you begin your answer.



The figure represents causal relationships

Breakdown the figure above by writing the diagram's relationships in words as:

4.1 1st diagram with one arrow labelled Incorrect
Write this "incorrect" causal relationship (price and revenue ?) as a hypothesis using both the *null and alternative form of that hypothesis.* **(2)**

4.2 2nd diagram with 3 arrows - write out 3 null and their 3 alternative hypothesis as pairs. **(6)**

4.3 Describe why you think the relationship in 1st diagram is shown in the figure as *incorrect*, while in the 2nd diagram the same relationship is labelled *correct.* **(2)**

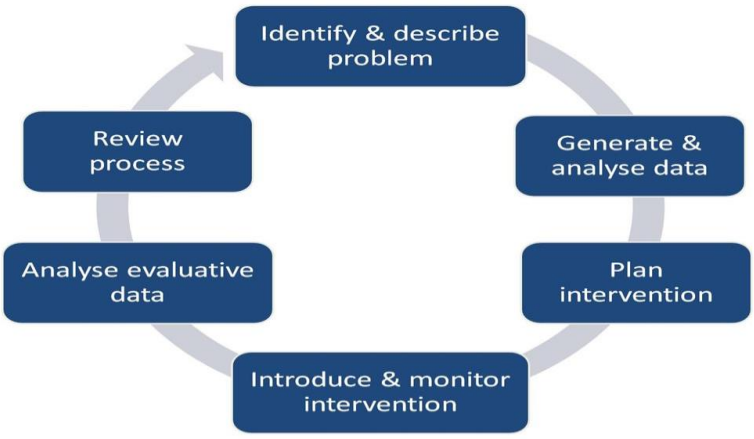
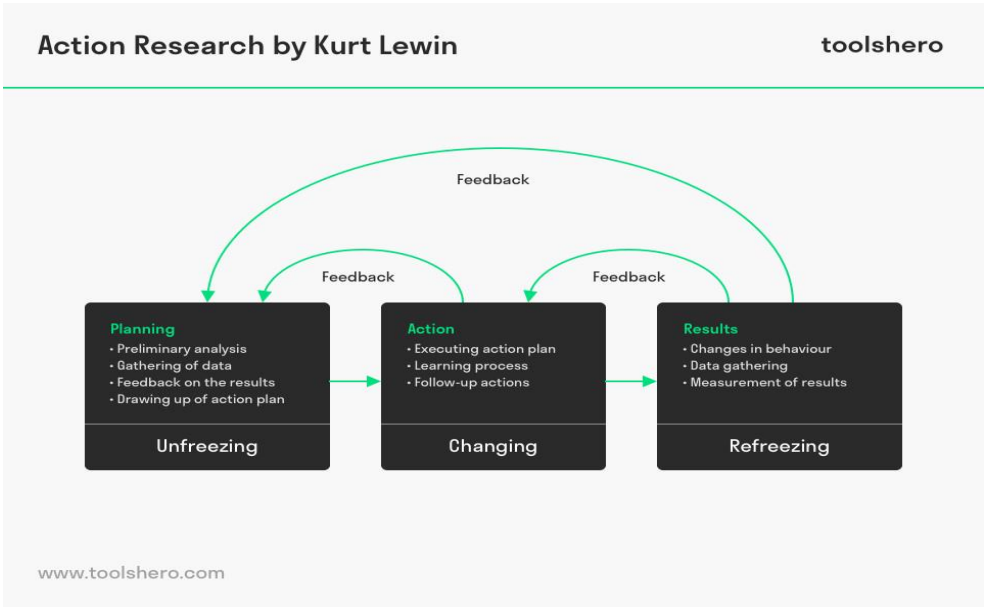
NB: Read the following before beginning your answers: *While the null hypothesis (H0) in any experiment or research project is that the connection or conclusion suggested by the experiment is false. The alternative hypothesis (H1) is always the assertion that there is a meaningful connection to be investigated.*

In 4.1 and 4.2 first state the null hypothesis: A null hypothesis is a hypothesis that says there is no statistical significance between the two variables in the hypothesis.

In 4.1 and 4.2 then state the alternative hypotheses: The alternative hypothesis is the hypothesis used in hypothesis testing that is contrary to the null hypothesis. It is usually taken to be that the observations are the result of a real effect.

Review the signs +/- carefully in the figure to see whether the H1 relationship is positive or negative or undefined.

SECTION B QUESTION 5 (10 marks)

Discuss in detail, the reasons for conducting a literature review in research design. (Note: 1 mark per valid point made).	**(10)**	
SECTION C (30 marks) **ANSWER ALL QUESTIONS IN THIS SECTION** **READ the case study below. Answer the following questions.** **Study the following figures 1 and 2:** **FIGURE 1**  Source: Achilleaskoustoulos.com, 2019 **FIGURE 2**  Source: Tooshero.com, 2019 Both figure 1 and figure 2 are good interpretations of action research. Figure 1 describes the entire cycle of action research while figure 2 relates to Figure 1 steps: - Plan the intervention - Introduce and monitor intervention - Analyse evaluation data. You are head of internal research of a business with a production line		**[30]**

making glass bottles. Every ten out of a 100 of the bottles produced have defects and have to be destroyed at the end of production. People working on the production line say the quality of the sand that is super-heated to make the liquid glass is at fault. However, you cannot rule out employee error somewhere on the production line. You have noticed that there are new staff who were recruited only 2 weeks ago on the line. Also, that some staff are taking long smoke breaks away from the production line while the line is running. You decide to ignore the sand quality in your 1st research cycle and focus on what the production line employees are doing.

QUESTIONS SECTION C

C1.1 Use these headings in your answer

- *(heading 1) Identify and describe the research problem* **(5)**
- *(heading 2) Generate and analyse data* **(10)**

Describe the research problem (heading 1 in italics) then under heading (2 in italics) recommend two (2) types of qualitative research method that you could apply in the factory to investigate that problem *(so give the factory owner 2 ways he can dig into the production problem).*

Note: In answering heading one, ensure you make the business case for why the firm is worried about the 10 defect bottles per 100.

In answering heading 2 be specific as to the value each of the two qualitative methods you use i.e. what data are you collecting and argue why it would be useful to have in understanding what is going on at the factory (the problem). For each of the 2 methods, explain how you would analyse the data.

C1.2 You do not have real data from (C1.1) but accept that your managerial intervention to fix the problem, (after reviewing your qualitative data) involves a recommendation that employee behaviour on the production line, must be improved to reduce bottle faults.

Using the headings in **figure 2 Plan/ Action (as below):** discuss <u>two (2) managerial interventions</u> to improve the quality of the production system based on improving employee behaviour *(for each of the 2 give a plan and an action).*

Use each heading twice – one :

- PLAN **(2)**
- ACTION **(3)**

C1.3 Your employee interventions have improved the production line in that there are now 3 bottles per 100 coming off with faults.

Using the figure 2 heading <u>RESULTS</u> ***briefly explain*** the next step of the research where you will review the sand quality. **(10)**

TOTAL		**100**