Department of Business Management

Johannesburg Business School
College of Business and Economics

First Semester 2020 SUPPLEMENTARY Summative Assessment

SUPPLEMENTARY ASSIGNMENT (50%)

MODULE	Research Methodology NQF 8
CODE	STM8X06
DATE	JULY 2020 SUPPLEMENTARY

EXAMINER	Dr. P. Thomas
EXTERNAL MODERATOR	Dr J. Usher
NUMBER OF PAGES	7 PAGES including this page

INSTRUCTIONS TO CANDIDATES:
  SECTION A – general instructions and ways to gain marks (20 marks)
  SECTION B - ANSWER 2 of the 3 theory question   (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.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

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

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 sections A, B and C carefully.

SECTION A is worth 20 marks.
Read how to gain these marks:

1) **With pertinent academic references (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 <u>per question</u> answered is <u>5-7 or more</u> for **section B.**

   For **section C** there should be <u>8-12 references or more</u>.

   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**

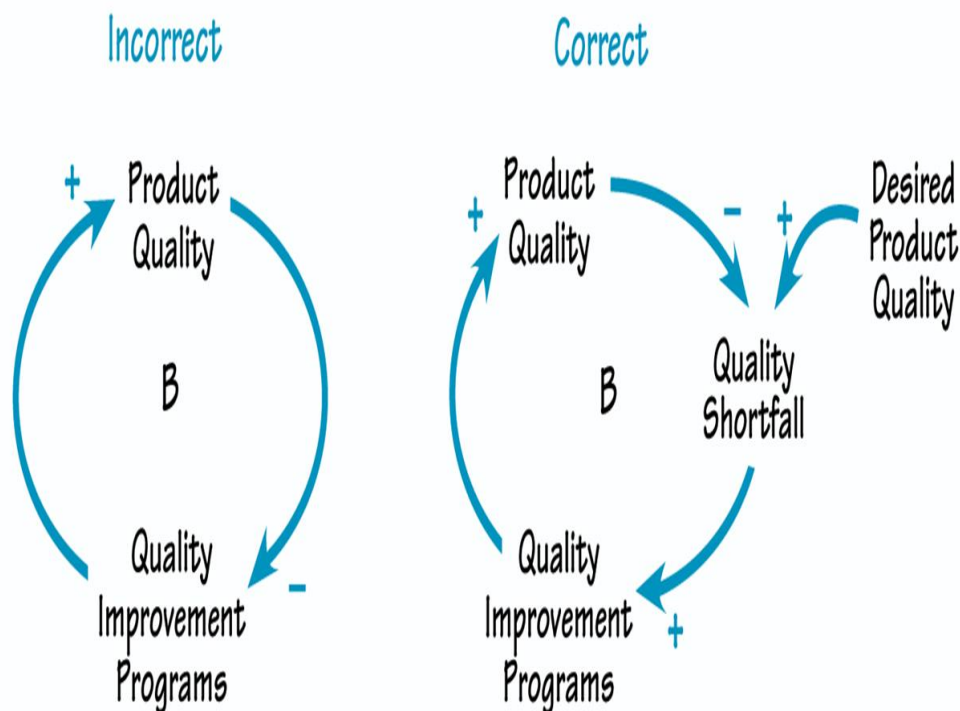   SA English must be used throughout NOT USA English e.g.

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 ANY two (2) OF THE FOLLOWING three (3) QUESTIONS

SECTION B QUESTION 1 (25 marks)   [25]

Read the following:
When businesses want a comprehensive understanding of how customers interact and respond to a product or service, they conduct case studies. Case studies aim to develop a complete assessment of customer satisfaction, product use and attitudes about the product and do so in a relevant context. For example, a knife company might conduct a case study about its new, professional grade chef's knife by giving one to a professional chef to use for two months. Data gathering might include on-site observations of the chef using the knife, as well as an interview or survey. This method allows for in-depth information

collection, but it is typically time-intensive. Source: https://smallbusiness.chron.com/types-business-research-methods-57582.html, 2019 In the mini case study above the chef was observed using the knife and he/ she was interviewed about their experience of using the knife. There are other ways the researcher could have carried out this research. Discuss each of the following alternative research designs. In each case indicate **two (2) pros and two (2) cons of the research method** in the context of the knife company wanting to find out what people felt about their knife: 1.1 A quantitative survey to gather data; 1.2 Interviews with several knife users (not just one chef) to learn about their experiences; 1.3 Focus groups to discuss the product. 1.4 A single case study as described in this question has certain unique limitations - describe 2 (two) limitations.	**(7)** **(7)** **(7)** **(4)**	
SECTION B QUESTION 2 (25 marks) Discuss each of the following criteria for its value in a **qualitative** research design: 2.1 Trustworthiness; Trustworthiness is further argued to relate to the following four (4) attributes that you the researcher must prove to the reader in your qualitative research design adopted: 2.2 Credibility; 2.3 Transferability; 2.4 Dependability; 2.5 Confirmability;	 **(5)** **(5)** **(5)** **(5)** **(5)**	**[25]**
SECTION B QUESTION 3 (25 marks) **Read the following mini-case study: Meeting stakeholder needs in a changing business environment** The business environment is not static. As the business environment changes, so too do the views of stakeholders. Stakeholders are those groups or individuals who are affected by the activities of a business. Reconciling the interests of stakeholders is crucial to continued business success. McDonald's stakeholders are diverse, and include: Customers - who range from the very young to the elderly; Business partners - including franchisees and suppliers; Employees - with more than 65,000 people employed throughout Australia; and Opinion leaders - or people who shape the ideas of the nation, including the government, the media, health professionals, and		

environmental groups.

McDonald's South Africa undertook a major research project called 'Project Discovery' to find out if the products they served were really what their customers wanted. The project made use of both qualitative and quantitative research design. The qualitative research involved two-hour, one-on-one interviews with 35 people (purposively selected business partners and opinion leaders; while the quantitative research involved telephone interviews with 2,602 customers throughout South Africa.

Source: adapted from http://www.afrbiz.com.au/case-studies/mcdonald-s-addressing-changing-food-values-through-market-research/Page-4.html, (2019)

ANSWER ALL OF THE FOLLOWING QUESTIONS

3.1 Illustrate (sketch) a generic quantitative research process as described from your Bryman and Bell prescribed textbook. Label the process fully. **(11)**

3.2 The quantitative survey used random sampling. Describe a way that the researchers running this case-study survey ensured that each customer in the sample has an equal probability of being chosen. **Note:** Ensure you make it clear how this telephone selection would be run in practice as to conduct a telephone survey the customer telephone numbers would be required. **(6)**

3.3 Discuss why the researchers asked several different types of stakeholders for their views. Use the case study to explain.
Consider in writing your answer -
  - Method triangulation as used here;
  - And, primary data collection triangulation through consolidation as used here. **(8)**

SECTION C (30 marks) **[30]**
ANSWER ALL QUESTIONS IN THIS SECTION

Read the case study carefully first – it relates to the figure that follows.

You are head of internal research of a business with a production line making glass bottles. The product referred to in the figure below – is glass bottles.

Every ten out of a 100 of the bottles produced have defects and have to be destroyed at the end of production. This loss of 10 bottles per 100 is because the product (the bottle) quality is incorrect and comes off the production line with imperfections. The desired product quality is 100/ 100 i.e. every bottle is perfect per 100 made. Eliminating the shortfall of defective bottles per 100 is critical in this process.

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.

Examine the figure below: it represents two causal loop diagrams which both have cause and effect relationships. Hypotheses are stated to describe these cause and effect relationships in quantitative research.

Source: https://thesystemsthinker.com/wp-content/uploads/images/volume-12/your-cld-should-not-include-ambiguous.jpg, 2019

C1.1   Write out the casual loops as hypotheses for the *LEFT HAND DIAGRAM labelled INCORRECT.*

Write both the null and its associated alternative hypothesis for each arrow.
(i.e. 4 statements in total are required to answer this (2 pairs of null + alternative hypotheses).

(8)

C1.2 Using the *Correct (**right-side diagram***)* as 4 null and 4 associated alternative pairs

 i.e. 8 statements in total are required to answer this.

(16)

C1.3   Describe why you believe that the one relationship causal loop is labelled <u>correct (the right hand one)</u>.

(1)

*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.

the null hypothesis*: A null hypothesis is a hypothesis that says there is no statistical significance between the two variables in the hypothesis.*

then state the alternative hypothesis*: 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.*
The explanations show that there are always two conditions for a hypothesis the Ho then the H1.

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

QUESTIONS CONTINUE……………………..
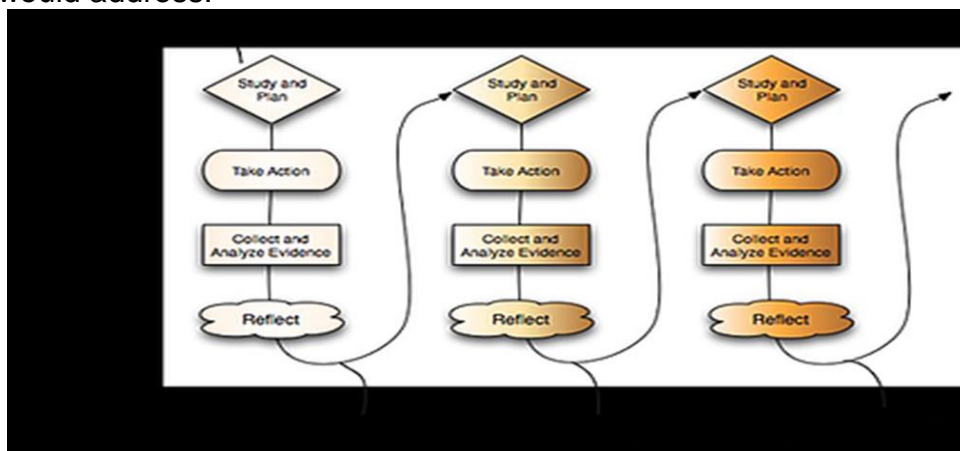**For C1.4 read the following carefully and review the diagram below.**

You decide to explore the employee behaviour while on the production line and the sand quality. You can't do both at once as you would not be able to get reliable data if both changes are made at once.

So you now decide to look into the employees' behaviour on the production line first as stage 1 of your research. Once you get the results of stage 1 you could undertake stage 2.

Stage 2 - you will investigate the sand quality if the results of the 1st research show that the employees are NOT to blame for the faulty bottles.

C1.4 Describe why you would use action research that typically uses more than one cycle of research to adjust a single business system that is performing badly. The diagram below will give you a clue. Ensure you describe why this type of research is appropriate for this business problem indicating the two (2) stages of the research you would address.

(5)

| | **TOTAL** | **100** |