**UNIVERSITY OF ROEHAMPTON©**

**MBA/MSc Degree Examinations for students**

**registered with the University of Roehampton**

**Module code and no of credits: RBP020L003S**

**Module title: Management Research Methods**

**Type of paper: Unseen**

**Level: L**

**Time allowed: 2 hours**

**Assessment period: May 2014**

***Dictionaries***

**International students whose first language is not English may bring in a standard translation dictionary. No form of electronic dictionary is permitted.**

**"The dictionary must not be annotated in any way, and will be subject to inspection by the invigilators."**

***Calculators***

**Electronic calculators are not permitted; this includes mobile phones.**

***Rubric***

Student ID:

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*Seat number \_\_\_\_\_ Examination hall \_\_\_\_\_\_\_\_\_\_\_\_\_ Date of examination \_\_\_\_\_\_\_\_\_\_\_\_*

**You should attempt all THREE sections and all questions in this examination.**

1. **Section A counts for 25% of the total marks**
2. **Section B counts for 25% of the marks**
3. **Section C counts for 50% of the total marks**

**PLEASE WRITE YOUR ANSWERS IN THIS BOOKLET**

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**See over**

**Section A**

**Instructions:**

This section of the examination paper counts for 25% (25 marks) of the total marks for the examination. It consists of 25 multiple-choice questions; each question counts for 1 mark.

For each question, you must choose **ONE** answer.

Mark your choice by placing a tick (✓) in the space to the left of the answer.

If you change your mind, you may cross out your first answer, place a tick against your new answer, then CIRCLE that new tick.

Please note that if you choose more than one answer for any question, or if your answer is not clear, you will be given a zero mark for that question.

**NOTE: I have marked a couple of questions/sections in red that we have NOT dealt with this year. You will not receive questions in the exams that are relating to content that was not covered in class. You can thus ignore these questions!**

**Please read each question carefully.**

1. Which of these is NOT a purpose of a project's literature review?

\_\_\_ a. To analyse your empirical data

\_\_\_ b. To show how your ideas build on the work of others

\_\_\_ c. To show your awareness of current thinking on your topic

\_\_\_ d. To avoid repeating work already done

2. What does "triangulation" involve?

\_\_\_ a. Using three research strategies in one study

\_\_\_ b. Using three research philosophies in one study

\_\_\_ c. Conducting research in three different organisations

\_\_\_ d. Using different data collection methods in one study

3. Which of these is NOT an ethical problem in research?

\_\_\_ a. Use of a personal contact to gain access

\_\_\_ b. Potential to cause harm to participants

\_\_\_ c. Breach of the organisation's anonymity

\_\_\_ d. Deception of participants

**See over**

4. Administering a structured interview to passers-by at a theme park is an example of \_\_\_\_\_\_\_.

\_\_\_ a. Convenience sampling

\_\_\_ b. Purposive sampling

\_\_\_ c. Random sampling

\_\_\_ d. Simple sampling

5. Which of these is a probability sampling technique?

\_\_\_ a. Snowball sampling

\_\_\_ b. Convenience sampling

\_\_\_ c. Systematic random sampling

\_\_\_ d. Quota sampling

6. How might a newspaper article affect your understanding of the secondary data reported in it?

\_\_\_ a. It may present findings selectively

\_\_\_ b. It may emphasise some points over others

\_\_\_ c. The report may be biased by the writer's agenda

\_\_\_ d. All of the above

7. Which of these is NOT a good way of assessing the reliability and validity of secondary data sources?

\_\_\_ a. Looking for publications based on the data

\_\_\_ b. Checking for an email address to make further enquiries

\_\_\_ c. Looking to see if the data is from a well-known source

\_\_\_ d. Trusting an organisation's name that sounds academic

8. Which of these is a non-probability sampling technique?

\_\_\_ a. Purposive

\_\_\_ b. Multi-stage

\_\_\_ c. Random

\_\_\_ d. Cluster

**See over**

9. "Ivan’s sampling strategy assumes 95% confidence, with a margin of error of 3%. His findings indicate 65% of students surveyed plan to change their mobile phone within the next two months. What is the likely percentage of students in the population who intend to change their immobile phone within the next two months?

\_\_\_ a. 95 - 98%

\_\_\_ b. 62 - 65%

\_\_\_ c. 62 - 68%

d. 65 - 68%

10. "To what extent are you concerned that supermarkets used their dominant position in the market to force suppliers to reduce their prices?" What is the most serious thing wrong with this question?

\_\_\_ a. It uses jargon

\_\_\_ b. It is biased

\_\_\_ c. It implies a certain answer

\_\_\_ d. It is not detailed enough

11. Numerical data for which you cannot state the relative difference between values are called \_\_\_\_\_\_\_\_ data.

\_\_\_ a. Ordinal

\_\_\_ b. Ratio

\_\_\_ c. Interval

\_\_\_ d. Nominal

12. Which of the following diagrams is most suitable for showing precise highest and lowest values of continuous data?

\_\_\_ a. Bar chart

\_\_\_ b. Pictogram

\_\_\_ c. Histogram

\_\_\_ d. Line graph

13. “A method for spatially displaying data in order to detect patterns and by so doing to understand better their relationship and significance”.

This is a description of

\_\_\_ a. Repertory Grid

\_\_\_ b. Cognitive Mapping

\_\_\_ c. Social Constructionism

\_\_\_ d. Principal Component Analysis

**See over**

14. “A tool for uncovering an individual’s or group’s view of the world based on the constructs they develop and hold.”

This is a description of

\_\_\_ a. Social Constructionism

\_\_\_ b. Cognitive Mapping

\_\_\_ c. Repertory Grid

\_\_\_ d. Structured Equation Modelling

15. Telephone interview surveys tend to be commonly used in research projects because…

\_\_\_ a. they enable data collection from geographically-dispersed respondents

\_\_\_ b. they enable interaction with respondents

\_\_\_ c. most respondents are very familiar with telephone technology

\_\_\_ d. all of the above reasons.

16. "Please state your highest educational qualification: School Leaving Certificate, Bachelor’s degree, Master’s degree, Doctorate". What kind of question is this an example of?

\_\_\_ a. Ranking

\_\_\_ b. Open

\_\_\_ c. Forced choice

\_\_\_ d. Likert

17. You are observing gender dynamics during a board meeting. Which of the following might appear on your coding schedule?

\_\_\_ a. Number of contributions made to the meeting by each person

\_\_\_ b. Points raised by women that are dismissed without discussion

\_\_\_ c. Incidences of 'talking over' women by men

\_\_\_ d. All of the above

18. Which of the following is NOT a self-administered questionnaire?

\_\_\_ a. Postal

\_\_\_ b. Delivery and collection by the researcher

\_\_\_ c. Internet-mediated

\_\_\_ d. Telephone

**See over**

19. Pragmatism is \_\_\_\_\_

\_\_\_a. taking practical matters into account when designing a research project

\_\_\_b. a philosophical position that regards the validity of any knowledge

claims is derived from their practical outcomes in experience

\_\_\_c. a philosophical position that regards the validity of any knowledge

claims is derived from their coherence to proven theory

\_\_\_d. a qualitative research methodology using narrative sources

20. The term “secondary data” refers to \_\_\_\_

\_\_\_a. research data collected in a follow-up study to an original research

project

\_\_\_b. findings from subjecting data to two different analytical procedures

\_\_\_c. data originally collected for other research purposes, collected from

existing sources for a different research project

\_\_\_d. data collected from a new source to confirm or disconfirm the

generalizability of findings from an earlier study

21. Discourse analysis

\_\_\_a. examines spoken language only

\_\_\_b. analyses written texts only

\_\_\_c. may be undertaken on both spoken and written language

\_\_\_d. is associated with positivism

22. Which of these is an academic journal?

\_\_\_a. The Economist

\_\_\_b. Journal of Management Studies

\_\_\_c. People Management

\_\_\_d. The Marketer

23. Which of these is NOT a disadvantage of secondary data?

\_\_\_ a. Access may be difficult

\_\_\_ b. You have no control of data quality

\_\_\_ c. It is unobtrusive

\_\_\_ d. It can be costly

24. Georgina wants to find out whether members of a health club with higher incomes actually visit the facilities less. Which of these is an appropriate hypothesis for her to test?

\_\_\_ a. Income level affects gym membership

\_\_\_ b.Visits are positively associated with membership

\_\_\_ c. There is a negative relationship between visits and income levels

\_\_\_ d. There is a negative relationship between membership and visits

25. "A process of deriving conclusions about a population on the basis of data describing a probability sample". What is bring described here?

\_\_\_ a. Statistical inference

\_\_\_ b. Generalisability

\_\_\_ c. Random sampling

\_\_\_ d. Central limit theorem

End of this section

**Section B**

**Instructions**

This section of the examination paper counts for 25% (25 marks) of the total marks for the examination. It consists of THREE questions which require a **short** response (bullet points or a paragraph. Question B1 counts for 5 marks and B2 and 3 for 10 marks each.

NOTE: A task similar to this will NOT be included in this year’s exam! However, you are still expected to know how cite within your Dissertation, but the concrete formal aspects are not explicitly part of the examination in MRM.

B1. In the first box on the next page is an excerpt from a journal article, published in *Journal of Service Research*, volume 11, number 2, 2008 (pages 197-210). The article title is “Customer Integration—A Key to an Implementation Perspective of Service Provision”, authored by Sabine Moeller. A number of texts are cited by Moeller. Details of these are listed, as they appear in the References section; these are shown in the second box after the excerpt from the article.

FIVE *different* type of errors in the use of the Harvard citation and referencing system have been created in the excerpts provided. Please circle each mistake and annotate the text to explain briefly what the error (5 marks) is.

NB the citation and referencing style for *Journal of Service Research* specifies that the Reference listing should:

1. Indicate first forenames in *full* and the initials of second forenames;
2. Where there are two or more authors, the second and subsequent authors should be shown with first forenames first followed by initials of second forenames the surnames.

You should NOT, therefore, indicate these as errors.

*Excerpt from article*

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| --- |
| Within the GDL [goods dominant logic], value is viewed as being embedded in goods during the manufacturing process. In contrast, Vargo and Lusch (2004), as supported by other authors (e.g. Grönroos 2006; Gummesson 1998), believe that value can be perceived only by customers themselves (value-in-use). As such, value propositions “can be thought of as a promise the seller makes that value-in-exchange will be linked to value-in-use” (Lusch, Vargo and O’Brien 2007). Companies that develop such value propositions collaboratively with customers will be able to compete more effectively (Lusch, Vargo and O’Brien). |

*Excerpt from References*

|  |
| --- |
| Grönroos, Christian (2006) “*Adopting a Service Logic for Marketing*”, *Marketing Theory*, 6 (September), 317-333  Gummesson, Evert (1998) “Implementation Requires a Relationship Marketing Paradigm”, Journal of the Academy of Marketing Science, 26 (Summer), 242-249  Lusch, Robert F., Matthew O’Brien, and Stephen L. Vargo (2007), “Competing through Service: Insights from Service-Dominant Logic”, *Journal of Retailing*, 83 (Special Issue), 5-18  Vargo, Stephen L. and Robert F. Lusch (2004) “Evolving a New Service Dominant Logic for Marketing”, *Journal of Marketing*, 68 (January). |

B2. Choose **one** of the following two research methods. Briefly explain the method and mention three of its main advantages for particular types of research projects (10 marks).

1. Participant observation
2. Focus Group

B3. State and briefly explain chi-squared test and t-test, and explain when you would use each test. (10 marks).

**Section C**

**Instructions:**

This section of the examination paper counts for 50% (50 marks) of the total marks for the examination. Each question counts for up to 10 marks. All the questions relate to the short case study given below. You should attempt **all** the questions.

Case Study

Your friend is doing his Master’s dissertation. Because many companies have recently started to engage in sustainability activities she is interested in if and how consumers award sustainability with a more favourable attitude and/or behaviour. She has seen a recent study from the US conducted by Hartmann et al. (2013) and would like to know if the consumers in the UK are similar. Hartmann et al. have conducted and experiment with two groups to test the effect of companies’ sustainability activities on consumers attitude and behaviour. After the “treatment” the two groups of respondents filled out a questionnaire with a number of questions about their attitude and their behaviour and some control variables. Hartmann’s study was based on a representative sample (in terms of age, gender and employment situation) of 1000 US inhabitants.

Your friend wants to replicate this study in the UK and is first thinking about the sample. She is doing some part-time work in at Greenpeace. So she approached her line manager about using employees as a sample since they are all consumers at the same time and they should be experts when it comes to sustainability activities, but her manager was reluctant to give permission. Nevertheless, she e-mailed the experimental treatment and the questionnaire to some colleagues (using the work e-mail) and has succeeded in getting thirty questionnaires completed through this method. Since these answers only represented the first group of the experiment she felt that this did not give her a large enough sample, so she tried approaching people sitting in coffee bars at lunch time and made a face-to-face interview with them to fill up the second group. She succeeded in getting a further thirty-five questionnaires completed this way. Finally, she posted her questionnaire on Facebook and encouraged her friends to fill it in trying to fill in some for experimental group one and some for experimental group two. She had forty completed questionnaires through this source. So overall she has 105 usable questionnaires 51 in group one and 54 in group two. She has input the data from all of these on to an Excel spread sheet to later transfer it to SPSS.

Here are some of the answers she got. And by the way you friend thought the initial questions from Hartmann et al. were too academic, so she adapted them to make them shorter and easier to answer for the respondents. The number of responses are received to each answer are in brackets (N=105).

1. Do you think sustainability is important?

Group 1: Yes (51) No (0)

Group 2: Yes (49) No (5)

**See over**

2. Would you be willing to pay more for products that have sustainable attributes?

Group 1: Yes (38) No (3) Blank (10)

Group 2: Yes (35) No (15) Blank (2)

1. For those respondents, which have answered yes to question 2: How much would you be willing to pay more?

Group 1: Group 2:

1% more (28) 1% more (27)

2% more (3) 2% more (3)

3% more (2) 3% more (1)

5% more (0) 5% more (2)

10% more (2) 10% more (0)

Blank (3) Blank (2)

Your friend was pleased to have completed her data collection. However, when she had a talk with her supervisor she was told that his data collection was inadequate. Certainly if she wanted to compare his data to those in the US survey by Hartmann et al she would need to re-do her survey. Also she found that the answer she got, does not really give her a clear picture, everybody thinks that sustainability is important, so companies should definitely do something about it, but she was also surprised that so many did not answer some of the questions. Showing her results to a colleague at Greenpeace, the colleague said that she is not surprised about the results.

**Question C1** Why do you think your friend’s supervisor thought his data collection was inadequate? What errors do you feel she made in identifying and accessing her sample? (5 marks) Why do you think her supervisor said that he could not compare his data with those in the Hartmann et al. survey? (5 marks) If the initial question to compare the results with those from the US sample cannot be answered, is there any question you can come up with that would be interesting worth exploring with the dataset she has? (5 marks) (Overall 15 marks)

**Question C2.** Please explain the main idea and the procedure of an experiment. Then please justify why this is an appropriate way to investigate the question whether sustainability is important to consumers of not (5 marks). Try to come up with an idea of how you think Hartmann et al. or your friend might have done the experimental treatment for the two groups (5 marks). What statistical procedure can be or is usually used to analyse data of an experiment? Please describe as detailed as possible what exactly is done and how? (5 marks) (overall 15 marks)

**Questions C3:** Please evaluate the above questions and answers. What kind of scale is used? What information do you get from them? How could you have improved the questions? Please draft how you would have revised the questions (10 marks) Why do you think some respondents have left out the answer? Do you think social desirability might have been a problem? If so, what can you do to test social desirability? (10 marks) (overall 20 marks)