**UNIVERSITY OF ROEHAMPTON©**

MBA/MSc Degree Examinations for students

registered with the University of Roehampton

**Module code and no of credits: RBP020L003Y**

**Module title: Management Research Methods**

**Type of paper: Unseen**

**Level: L**

**Time allowed: 2 hours**

**Assessment period: August 2014**

***Dictionaries***

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

***Calculators*
*Non-programmable, scientific calculators are permitted but mobile phones are not allowed.***

**Rubric
You should attempt ALL THREE sections (A, B and C).
Answer ALL questions in sections A and B in this examination booklet.
Answer section C in the answer book provided.
No question papers can be taken from the exam room.**

***Student ID***

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*Seat number \_\_\_\_\_\_\_ Examination hall \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Date of examination \_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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| *Additional materials:*  | *Answer sheet required* | *No of answer books (per student)* |
|  |  | *1* |

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**See over**

**Section A**

**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. The Literature Review will identify the work of previous researchers and it will…

 \_\_\_ a. Ignore their methodology

 \_\_\_ b. Evaluate their methodology

 \_\_\_ c. Not be concerned with their methodology

 \_\_\_ d. Will copy their methodology

1. Access to an organisation in order to carry out research may be refused because

 \_\_\_ a. You have asked the wrong person in the organisation

\_\_\_ b. Your research plan is not sufficiently detailed to convince the gatekeeper of the value of your research

\_\_\_ c. Your project does not stand out from the many hundreds of applications for research access the organisation gets

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

1. Which of the following is most likely to cause ethical concerns? The researcher's

 \_\_\_ a. Gender

 \_\_\_ b. Age

 \_\_\_ c. Personality

 \_\_\_ d. Role in the organisation

**See over**

1. What does "triangulation" involve?

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

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

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

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

1. Which of these should be included on a "participant information sheet"?

 \_\_\_ a. Explanation of the nature of the research

 \_\_\_ b. Contact details in case of questions

 \_\_\_ c. Recognition of the right to withdraw at any time

 \_\_\_ d. All of these

1. Asking in a questionnaire for gender gives you...

\_\_\_ a. Ordinal data.

\_\_\_ b. Nominal data.

\_\_\_ c.Interval data.

\_\_\_ d. Ratio data.

1. Which of these is the correct definition of probability sampling?

 \_\_\_ a. Every case is probably the same as the others

 \_\_\_ b. Every case has a known and equal chance of selection

 \_\_\_ c. Every case will probably be in the research

 \_\_\_ d. None of the above

1. A t-test...

 \_\_\_ a. compares the means of two groups

 \_\_\_ b. compares the means of three groups

 \_\_\_ c. compares the impact of one variable on the other

 \_\_\_ d. is part of a correlation analysis

1. Half-open questions are put into a survey…

 \_\_\_ a. when most of the answer categories are known.

 \_\_\_ b. when all of the answer categories are known.

\_\_\_ c. when the researcher wants to give a high degree of freedom to answer.

 \_\_\_ d. when there are no existing scales.

1. Examples of ambiguous words that should be avoided in questionnaires include…

 \_\_\_ a. ‘Often’

 \_\_\_ b. ‘Regularly’

 \_\_\_ c. ‘Adequately’

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

**See over**

1. Reliability means…

 \_\_\_ a. the researchers measures what s/he wants to measure \_\_\_ b. is a prerequisite of validity

 \_\_\_ c. means the measurement is consistent

 \_\_\_ d. is when the measurement is free from systematic error

1. Notes from participant observation should be recorded \_\_\_\_\_\_\_\_.

\_\_\_ a. As quickly as possible after the event while it is fresh in your mind

\_\_\_ b. A while after an event so you can let its meaning 'sink in' first

 \_\_\_ c. After you have discussed your observations with others

 \_\_\_ d. At the end of your time in the field

1. Which of these is an ethical issue to consider when audio-recording interviews?

 \_\_\_ a. Participant's permission must be asked

\_\_\_ b. Control of the recording device should be given to the participant

\_\_\_ c. Participant should be allowed to switch the recording device off at any time

 \_\_\_ d. All of these

1. Which of these affect the respondents' answers to interview questions?

 \_\_\_ a. The way the question is worded

 \_\_\_ b. The interviewer's body language

 \_\_\_ c. The physical setting of the interview room

 \_\_\_ d. All of these

1. 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.

1. Inferential statistics…

 \_\_\_ a. can be used to describe more than a certain population

 \_\_\_ b. are a software programme

 \_\_\_ c. don’t allow drawing a sample

 \_\_\_ d. only allow to describe a population

**See over**

1. Comparative scales in marketing…

 \_\_\_ a. are defined as two entities being compared

\_\_\_ b. are defined as scales in which two or more entities are compared

 \_\_\_ c. are for example Likert Scales

 \_\_\_ d. require categorical variables

1. "A question which asks respondents to position their opinion between two opposing adjectives or phrases." What is being described here?

 \_\_\_ a. A scale question

 \_\_\_ b. A semantic differential scale question

 \_\_\_ c. A rating question

 \_\_\_ d. A frequency rating question

1. A cross-tabulation...

 \_\_\_ a. analyses two variables which are nominal or ordinal.

 \_\_\_ b. analyses ration scales.

 \_\_\_ c. requires normal distribution.

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

1. Why is it a good idea to use an existing coding scheme for your data if one is available?

 \_\_\_ a. It allows you to compare your data to other surveys.

 \_\_\_ b. It allows you to be more flexible.

 \_\_\_ c. It means your responses are more accurate.

 \_\_\_ d. It will ensure you use the correct statistical test.

1. "All non-numeric data that have not been quantified." What is this a definition of?

 \_\_\_ a. Qualitative data

 \_\_\_ b. Erroneous data

 \_\_\_ c. Coded data

 \_\_\_ d. Quantitative data

1. "Please state your occupational group: Clerical, Managerial, Professional, Manual". What kind of question is this an example of?

 \_\_\_ a. Ranking

 \_\_\_ b. Open

 \_\_\_ c. Forced choice

 \_\_\_ d. Scale

**See over**

1. Multiple items are used…

\_\_\_ a. for constructs.

 \_\_\_ b. to reduce measurement error.

 \_\_\_ c. to enhance validity and reliability.

 \_\_\_ d. all of these.

1. Nonprobability sampling make sense when…

\_\_\_a. the nature of the research is conclusive.

 \_\_\_b. the nature of the research is confirmatory.

 \_\_\_c. the nature of the research is exploratory.

 \_\_\_d. the nature of the research does not matter for this.

1. Which of these is NOT a stage you will go through during the research process?

\_\_\_ a. Reviewing the literature

\_\_\_ b. Negotiating access

\_\_\_ c. Filling in your questionnaires

\_\_\_ d. Analysing data

**End of Section A**

**See over**

**Section B**

**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);**

**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.

**1**. Identify **FIVE** significant, different kinds of errors in the use of the Harvard referencing system in the example below. Please **circle each mistake** and **explain briefly on the following page what each error is** (5 marks).

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| Innovation was defined by earlier researchers as a noun - for example, Rogers’ definition of “an idea, practise, or object that is perceived as new by an individual or other unit of adoption”. Later researchers tend to define it more as a process. For example, Frank Damanpour and William Evan (1984) and Damanpour (1992) view innovation as the process of initiating, developing and implementing an idea or behaviour new to the adopting organisation. This definition of innovation as a process is also favoured by Avermaete, Viaene, Morgan and Crawford (2003). However, some definitions divide innovation into process and product innovations. For example, one leading authority states “A process innovation is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.” (OECD, 2005: 13)**References** Damanpour, F. (1992), “Organizational size and innovation*”, Organization Studies*, Vol. 13 No. 3, pp. 375-402.Damanpour, F. and Evan, W.M. (1984), “Organizational innovation and performance: the problem of ‘organizational lag’”, Administrative Science Quarterly.OECD (2005), *Oslo Manual: Guidelines for Collecting and Interpreting Innovation* Data, 3rd ed., OECD, Paris.Rogers, M.E., “Innovation location matters”, *MIT Sloan Management Review*, Vol. 42 No. 4, pp. 28-37.Avermaete, T., Viaene, J., Morgan, E.J. and Crawford, N. (2003), “Determinants of innovation in small food firms”, *European Journal of Innovation Management*, Vol. 6 No. 1, pp. 8-17. |

**2.** Choose ONE of the following three research methods. Briefly explain the method and mention three of its main advantages (10 marks).

* Action research
* Focus groups
* Ethnographic research

**3.** What is the difference between inferential and descriptive statistics? What can one do that the other cannot? How is this related to the population or the sample?
(10 marks)

**End of Section B**

**See over**

**Section C**

**Answer ALL questions in this section in the separate answer book provided.**

**Number each question clearly in the answer book.**

**This section of the examination paper counts for 50% (50 marks) of the total marks for the examination. You should attempt all the questions.**

You are doing a Master Dissertation and want to work empirically. The question you want to investigate is how Leadership Styles affect Job Satisfaction.

1. How would you approach to find out how to measure Leadership style and job satisfaction? What is the measurement problem with such so-called latent constructs? How do academics try to solve this? (10 marks)

You think it is easiest to ask the employees in your father’s company, as his employees will surely all answer. But as this sample might not be big enough you give this to the people that work at the Business School of the Roehampton University.

1. In both cases what kind of sampling is this? What could have been the sampling frame in each of the cases? What are the potential problems with this kind of sampling? How might this affect the answers? What would your ideal sampling frame look like? (15 marks)
2. You would like to compare the female with the male employees in your data. Which statistical test would you choose for that? What does it mean if this result shows that they differ on a 5% significance level? Beyond the gender variable, in order to better understand how employees perceive leadership styles, what other (demographic and other) variables would you ask to get an idea about the person and the employee? (20 marks)
3. In the end you want to find out whether leadership style and job satisfaction are related. What is likely to influence the other, leadership style satisfaction or the other way round? What kind of statistical analysis could you run to find out the relation, correlation or regression and what is the difference? (5 marks)

**End of Section C**

**Module convenor: Prof Sabine Moeller**

**End of examination**