

# WOMEN'S UNIVERSITY IN AFRICA



*Addressing gender disparity and fostering equity in University Education*

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**FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES**

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**MASTER OF SCIENCE DEGREE IN STRATEGIC MARKETING MANAGEMENT**

**MAIN PAPER**

**MBA223: BUSINESS RESEARCH METHODS**

**INTAKE 5: SECOND YEAR FIRST SEMESTER**

**TIME: 2 HOURS MORNING**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **1** and any other **two**

## **Question 1**

Consider the following extract from a research methodology chapter taken from a student's research proposal draft for a masters' degree dissertation.

Topic: An investigation on the effect of product innovation on the performance of a company:  
A case study of Annionata Zimbabwe

### **Chapter Three Research Methodology**

#### **Introduction**

The purpose of this chapter is to describe the research methodology that was used in this study. It refers to the procedures used to acquire knowledge. It includes the research design, research paradigm, population and the research sample.

#### **Research Approach**

There are two different research approaches which are available to the researcher, namely the qualitative and quantitative approaches. Qualitative research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research (Bryman, 2006). The use of qualitative research is mostly appropriate in situations whereby the researcher has very little prior knowledge about the research problem.

Saunders, et al. (2011) define quantitative research as the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. Quantitative research is mostly used in situations whereby the researcher seeks to come up with an objective analysis of the research phenomenon.

#### **Research Design**

Orodho (2003) defines a research design as a plan or the manner in which a study will be carried out. Burns et al, (2001) described research design as a detailed outline of how an investigation will take place. The descriptive research design was used for this study as it sought to accurately describe the research phenomenon.

#### **Research strategy**

The study was conducted in such a manner that data had to be collected from a large number of respondents within a short time period. The survey strategy was thus selected for the ability to simultaneously collect data from numerous respondents. The survey was also in line with the study's quantitative approach as it enabled the researcher to collect data which was amenable to quantitative analysis.

#### **Study Population**

The study population included all the depot managers, research and development personnel, agronomists and marketing personnel of Annionata countrywide.

## Data collection

A questionnaire was the sole data collection tool which was used for the study. The questionnaire enabled the researcher to collect data from all the study respondents in order to facilitate grouping and comparison of responses. The questionnaire consisted of items which were based on a Likert type scale of response options. The first part of the questionnaire contained items to establish the demographic characteristics of the study respondents, and the second part focused on collecting data to answer the research questions.

## Data Analysis

Data display involves organising and assembling selected data into diagrammatic or visual displays (Namey, et al., 2016). The data was presented using tables and graphs by making use of Statistical Package for Social Sciences (SPSS).

## Ethical Considerations

Saunders et al (2009) refers to ethics as the appropriateness of the researchers' behaviour in relation to the rights of those who become the subject of your work or are affected by it. The general issues of ethical concerns were addressed in this study through notification of the intention to conduct the study; seeking consent from all participants; and non-disclosure of identities to ensure privacy (Saunders, 2009). According to Fontana and Frey (2004), researchers should be able to manage the degree of involvement, so that they would not influence the respondents hence the results. Bogdan and Biklen (2012) argues that researchers ought to inform participants of the purpose of the research.

### Required:

Examine the shortcomings of the following sections of the student's research methodology:

- a) Research Approach [8]
- b) Research Design [8]
- c) Data Collection [8]
- d) Data analysis [6]
- e) Ethical Considerations [10]

### Question 2

Discuss the ethical issues at the different stages of the research process. [20]

### Question 3

The table below presents the optimal regression model from a study carried out by a student.

Model	Unstandardized coefficients	Standard coefficients	t	Sig.

	$\beta$	Std. Error			
Advertising	0.211	0.024	0.374	80108	0.000
Direct marketing	0.063	0.126	0.121	0.544	0.071
Public relations	0.182	0.052	0.173	3.505	0.001
Sales promotion	0.141	0.028	0.255	4.963	0.000

Dependent variable: Sales Revenue

- a) Describe the results; [10]  
b) Interpret the results. [10]

#### Question 4

The table below provides the correlation analysis of the strategic marketing management practices and company growth.

		Scanning intensity	Locus of planning	Planning horizon	Strategic control	Company growth
Scanning intensity	Pearson correlation p-value	1				
Locus of planning	Pearson correlation p-value	0.764 0.001	1			
Planning horizon	Pearson correlation p-value	0.542 0.022	0.640 0.000	1		
Strategic control	Pearson correlation p-value	0.662 0.000	0.364 0.000	0.410 0.000	1	
Company growth	Pearson correlation p-value	0.624 0.031	0.711 0.031	0.451 0.000	0.635 0.000	1

- a) Describe the results [10]  
b) Interpret the results [10]

[Use 0.01 level of significance]

#### Question 5

Discuss the steps in the deductive approach. [20]

#### Question 6

Explain the following research strategies:

- a) Experiment; [5]  
b) Survey; [5]  
c) Case study; and [5]  
d) Ethnography. [5]

**END**