

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER – MAY 2018

TITLE OF PAPER : BUSINESS QUALITATIVE ANALYSIS

COURSE CODE : BUS612

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS : 1. ANSWER FOUR (4) QUESTIONS

2. ALL QUESTIONS CARRY EQUAL

THIS PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR

BUS612: BUSINESS QUALITATIVE ANALYSIS

1. Some scholars have argued that positivist and interpretivist approaches are opposed and irreconcilable. Using evidence from empirical studies, refute this claim by demonstrating how the two approaches can be mutually supportive in carrying out business research.
2. Explain the epistemological assumptions of the critical research paradigm. Drawing on these assumptions, explain how this paradigm would inform decisions regarding the methodological approaches you would employ in a business-related study of your choice.
3. Analyse the philosophical discourses that inform action research. In light of these discourses, discuss the nature and extent of the researcher's involvement in an action research project. Use examples from empirical studies in business and management to illustrate your viewpoints.
4. Discuss the theoretical basis of ethnographic research. Explain its emphasis, suitable areas of application in business research, as well as its strengths and weaknesses.
5. Critically discuss the rationale and uses of focus groups in business research. What considerations must researchers take into account with regard to recruiting focus group participants and group composition, and why?
6. Discuss how you would carry out a study on an issue of your choice in a business organization using participant observation. Explain the context of your study and discuss the appropriateness of participant observation as your preferred method of data collection. What ethical dilemmas are likely to arise in the course of your investigation, and how would you resolve them?
7. Explain the term reflexivity and discuss how qualitative researchers in business and management engage in a range of practices in conducting and writing up research in their efforts to be reflexive. In your analysis, point out the paradoxes and limitations associated with these practices.
8. Explain how trustworthiness can be ensured in business-related research. Focus specifically on issues pertaining to integrity of data, consideration of participant meaning and researcher interpretation, as well as communication and application of findings.