

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION PAPER – MAY 2019

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. Compare and contrast any two philosophical perspectives in qualitative research with respect to their ontological, epistemological and methodological positions. Provide appropriate examples to support your viewpoints.
2. Examine the merits of a flexible qualitative research design and explain how it can be effectively utilized in business-related studies. In your discussion, explain how such a design is based on consideration of the philosophical position adopted by the researcher, the research process itself, and the context within which the study is conducted.
3. Why do qualitative researchers take an iterative and recursive approach to data collection? How does this approach influence data analysis and the qualitative sampling procedures used in a study?
4. Discuss the different roles participant observers may have to adopt in doing observation research. Assume that you intend to conduct a qualitative study in an organization using participant observation, which role would you adopt and what practical and ethical considerations would determine your choice?
5. Define the term hermeneutics, and critically discuss how hermeneutics is employed both as an underlying philosophy and as an approach to data analysis in business and management studies.
6. Evaluate the use of the narrative research approach in organization and management studies. Provide appropriate examples to illustrate your answer.
7. Examine how theory emerges from data analysis in grounded theory. In your discussion, consider the specific operations that should be carried out when developing theory from data.
8. Explain how qualitative researchers can enhance the validity and trustworthiness of qualitative studies throughout the research process. In your response, consider the pertinent issues relating to research design, methodology, data analysis, and the presentation of findings.