

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

SPECIAL EXAMINATION PAPER – JULY 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. Citing evidence from the literature, discuss the role of theory and theoretical concepts in qualitative business research.
2. Explain how the assumptions of pragmatism and historical materialism inform action research in business and management. In your analysis, point out how these assumptions influence action research in practice.
3. Using examples, critically discuss the view that sampling in grounded theory proceeds on theoretical grounds.
4. Distinguish between 'emic and etic approaches to data collection. Suppose you intend to understand which attributes of managers lead to the long term success of their organizations based on emic data, what would the major advantages and limitations of your approach be?
5. Assume that you want to investigate why the implementation of a certain programme in an organization failed. Explain the methodological approach you would use to uncover the factors that contributed to the failure of the programme. State an alternative approach and explain what would constitute the methodological superiority of your approach compared to the alternative approach.
6. You are interested in investigating how workers perceive their managers and supervisors in an organization. Design a qualitative study to capture these perceptions. What type of data would you gather, and how would the type of data collected influence your approach to data analysis?
7. Evaluate the principles of critical research and explain how you would apply these principles in a qualitative study of institutional change.
8. Drawing on specific empirical studies, discuss the approaches to data analysis and interpretation in qualitative research. In your view, what would an integrative approach to qualitative data analysis entail?