

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 2 EXAMINATION, 2004/2005

Exam Code(s): **1AB1**
Exam(s): **Masters of Business Studies Degree**

Mode Code(s): **MK 543**
Module(s): **RESEARCH METHODS**

Paper No.: 1.
Repeat Paper: _____ Special Paper: _____

External Examiner(s): Professor Roger Mason
Internal Examiner(s): Dr. Aidan Daly
Ms. Juliana McDonnell
Ms. Ann Torres
Mr. Declan Fleming

Instructions: Please answer three questions.
All questions carry equal marks.

Duration: Two hours.
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: Two including cover page.
Department(s): Marketing

RESEARCH METHODS [MK 543]

1. Outline the features that make business and marketing research distinctive from research in other disciplines.
2. Outline the procedure required when designing and administering a questionnaire. Discuss the advantages and limitations of this data collection method.
3. Describe the attributes of a 'good' research topic. Using internet marketing for SMEs as a topic area, suggest ways in which research ideas, suitable for a masters thesis, could be generated.
4. Discuss fully why access and ethics are critical for the conduct of research.
5. "The nature of qualitative data has implications for both its collection and its analysis. To be able to capture the richness and fullness associated with qualitative data they cannot be collected in a standardized way, like that of quantitative data". Saunders, Lewis & Thornhill (2003). Discuss.
6. Describe the attributes of a 'good' literature review. Using your own thesis as a basis for discussion, explain the importance and purpose of the critical literature review to your research.