FACULTY OF SCIENCE
DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY
FINAL EXAMINATION
BSC INFORMATION TECHNOLOGY YEAR I
RESEARCH METHODS I
DATE: 5TH MAY 2016
TIME: 2:00 – 5:00PM
DURATION: 3HRS

INSTRUCTIONS:

Please read through the instructions and questions carefully
Question 1 is compulsory.
Attempt any three (3) questions after question 1
DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Question 1:

Evaluating e-Commerce Success – A Case Study

The business community in the past decade has been characterised by debate over the value or effectiveness of e-Commerce and how this type of technology needs to be implemented. During this period the business world has witnessed many examples of failures of Internet based business. There is little doubt that the high failure rate in Dot.Coms had much to do with misconceptions regarding the ease with which e-Commerce could be implemented. Unrealistic expectations caused tried and tested business rules to be abandoned as hyperbole over took sound business sense. Although it is clear today that the Internet and the Web can facilitate business processes to add value to organisations, this technology has to be managed with considerable care. This paper reports on a case study conducted in kalahari.net, a well known South African e-Tailing business.

This case study highlights several valuable lessons to do with the evaluation of an e-Commerce investment and how to ensure its success. Specifically the case study closely examines aspects of kalahari.net's IS management policy, and identifies a set of preliminary e-Commerce success dimensions.

You have been provided with the abstract of a paper published in 2006 by Shaun Pather, Dan Remenyiand Andre de la Harpe and titled Evaluating e-Commerce Success – A Case Study. Use this to answer the following questions.

a) Define the terms research problem and research objective. [3 Marks]

b) In your own words state the research problem and objective from the abstract given to you above. [10 Marks]

c) The authors used the case study research strategy. What is the case study research strategy[5 Marks]

d) What research approach does their research fall under? [2 Marks]

e) Why do you think the researchers chose this strategy?[5 Marks]

Question 2:

a) State five major differences between deductive and inductive research approaches. [10 Marks]

b) Selecting the approach you will use for your research is important. Give five criteria you would use to select the most appropriate approach. [10 Marks]

c) State the five stages of deductive research. [5 Marks]

Question 3:

a) Explain the following types of research: [10 Marks]

1. Qualitative and Quantitative Research
2. Applied and Fundamental Research
3. Conceptual and Empirical Research
4. Pure and Basic Research
5. Descriptive and Explanatory Research

b) Define and Describe Correlational Research. [5 Marks].

c) Give three advantages and twodisadvantages of Correlational Research [10 Marks]

Question 4:

a) Define the terms Research and Research Proposal. [5 Marks]

b) What is the purpose of Research and a Research proposal? [4 Marks]

c) Give eight characteristicsof good research. [16 Marks]

Question 5:

Define the following research strategies and identify which research approach (Qualitative or Quantitative) would you use each method and why?[25 Marks]

a) Action Research
b) Design Science
c) Laboratory Experiments
d) Case study Research
e) Survey Research

End