

Word Limit

Please observe the word limit as writing succinctly is an important skill to acquire in academic writing. All text (including in-text citations) is included in the word count except the reference list, tables, figures, and appendices. Note that anything written beyond 10% of the word limit will not be marked.

Referencing

Follow the APA format as described in the “Guidance on Referencing in APA Format”. Appropriate in-text citations and an accurately formatted Reference section are expected. FIVE (5) marks have been allocated for this component.

Information about the APA style and basic tutorials can be found in the APA website: <http://www.apastyle.org/index.aspx>

English Competency

English competency is an assessable component of all TMAs and 5% of the total marks for each TMA have been allocated to this component. It is important that you write clearly and accurately, using correct grammar, punctuation and spelling.

Marks allocation at a glance

Deduct 5 marks if the new TMA Cover Page is incomplete, inaccurate or missing.	Marks	Word limit
Q1	10	100
Q2	40	550
Q3	40	550
Referencing	5	
English competency	5	
Total	100	1,200

Note: All marks will only be awarded with the TMA submission via Turnitin.

Questions (90 marks)

Read the following journal article that has been uploaded together with TMA01 on Canvas. Critically evaluate the research study it reports. Focus mainly on the “**Introduction**” and “**Methods**” sections of the article. The article is:

Hülshager, U.R., Lang, J.W.B., Schewe, A.F., & Zijlstra, F.R.H. (2015). When regulating emotions at work pays off: A diary and an intervention study on emotion regulation and customer tips in service jobs. *Journal of Applied Psychology*, 100(2), 263-277.

Use the questions below to guide your critique of the study. As indicated below, you would focus more on those sections of the article that relevant to the questions.

1. Research approach and research question(s)

- a. Evaluate if the two studies used a single research approach or multiple research approaches. Substantiate your response with relevant evidence from the study.

(10 marks, 100 words)

2. Sample

- a. Apply your knowledge of the various elements of research and discuss the appropriateness of the target population, the sample(s) characteristics, the sample size(s), and the sampling method(s) in the both Study 1 and Study 2.
- b. If representativeness is an issue, propose the most appropriate sampling method that can be used in both studies and briefly explain your choices.

(40 marks, 550 words)

3. Measurement

- a. Demonstrate your understanding of the research method by examining the appropriateness of ‘customer tips’ as a measure of customer satisfaction in detail. If necessary, suggest a better alternate measure of customer satisfaction and briefly explain your choice.

(40 marks, 550 words)

Recommended/suggested readings:

- Textbook - Gravetter & Forzano chapters 2, 3 and 5.
- Study Guide – chapters 2, 5 and 6

References (5 marks)

The References section lists the full reference of all sources cited or referred to in your assignment.

Notes:

- Refer to the referencing guide entitled “Guidance on Referencing in APA Format”.
- The heading “References” should be centred on the page.
- Present the reference list in alphabetical order.
- Do not number the reference items/entries.
- Observe the hanging indentation (i.e., if the reference goes on to a second line, the second line onwards must be indented).
- Use double line spacing.
- Note the correct order of information to be presented in each entry starting with the author’s surname, comma, followed by the author’s initials (note full stops, letter spacing, and commas where applicable especially if there is more than 1 author), year of publication in brackets, full stop, book title in italics (only the first word of the book title starts with a capital letter) or journal article title not in italics (only the first word of the article title starts with a capital letter), etc. (refer to the referencing guide).

There will be no awarding of 1, 2, or 3 marks.

5 marks: Perfect in-text citations and reference list (minimum of 5 references cited).

4 marks: 1 or 2 minor stylistic or formatting errors (minimum of 5 references cited).

0 marks: Fails to meet the above requirements.

English competency (5 marks)

5 marks: Extremely well-written with no grammatical/spelling/punctuation errors.

4 marks: Well-written with one or two grammatical/spelling/punctuation errors.

3 marks: Fairly well-written but with a number of grammatical/spelling/punctuation errors.

2 marks: Poorly written with grammatical/spelling/punctuation errors which affect coherence.

0-1 mark: Badly written with serious grammatical/spelling/punctuation errors.

Generic Band Descriptors for Students

Excellent answer

- shows a clear and thorough understanding of the topic concerned by covering relevant points accurately and comprehensively in a well-structured, focused and cohesive manner
- provides excellent illustrations/examples/supporting evidence
- shows very strong evidence of critical thinking/analysis and in-depth understanding
- goes beyond expectation and shows original thinking

Good to Very Good answer

- shows a good to very good understanding of the topic concerned by covering relevant points accurately in a well-structured, focused and cohesive manner
- provides good illustrations/examples/supporting evidence
- shows good evidence of critical thinking/analysis and in-depth understanding

Fair answer

- shows a fair understanding of the topic concerned by covering relevant points adequately, but may not always be well structured, focused and cohesive
- provides adequate illustrations or examples, however, they may not always be appropriate
- shows little evidence of critical thinking/analysis and lacks in-depth understanding

Weak answer

- shows only rudimentary understanding of the topic concerned and only manages to cover a relevant point or two adequately, but is not well structured, focused and cohesive
- attempts to provide illustrations or examples, however, they are generally inappropriate or irrelevant
- shows no evidence of critical thinking
- may contain inaccuracies and omissions

Poor answer (borderline pass)

- does not show adequate understanding of the topic concerned and may not sufficiently cover any of the relevant points
- does not provide illustrations or examples
- tends to be descriptive and may be off-point
- contains errors and misconceptions

Fail (less than 40%)

- shows very little understanding of the topic concerned and does not cover any of the relevant points
- fails to provide illustrations or examples
- attempts to describe but is off-point
- contains serious errors and misconceptions

Bad Fail (less than 15%)

- shows no understanding of the question
- some marks may be awarded if there is evidence that some effort was made to make sense of the question