CASE STUDY Assignment 1

[Name of the Writer]

[Name of the Institution]

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**Question No 1 (A)**

**Build the Management-Research Question Hierarchy, through the Investigative Questions Stage.**

The hierarchy of management research question is used for the purpose to help researchers in the multistep process of business research. The steps of the research are; 1) Dilemma management, 2) Question of the management, 3) Research question, 4) Investigative questions, related to the research, 5) questions measurement, 6) decision of the management or management decision (Bell, Bryman, & Harley, 2018). The management dilemma is what the management is concerned about in the shape of a statement. In the case of NCRCC: Teeing up a new strategic direction, the NRC Country Club is not drawing in the new members.

The main management question is how the management can remove the issue or problem or capitalize on a potential opportunity. Basically, this is the management dilemma in the shape of a question. In the case we have at hand, the dilemma is “How the NRC Country Club can attract new members to the club?” (Cooper, & Schindler, 2001), after that, the research question(s) is the next step of the management research question hierarchy (Bell, Bryman, & Harley, 2018). Those questions (research questions) are the reasonable courses of action which are available for the company to help the management and company in the problem at hand. In other words, the research questions are the arrangements that management should take into consideration and action for resolving the problem or issue. The possible and realistic questions for the case study are;

* What kind of club environment does younger prefer?
* What type of club does younger look for?
* Would marketing and advertising be helpful?
  + If marketing and advertisement can be helpful and beneficial, then where and how the club needs to do marketing and where to advertise?
* Are the existing members of the club happy and satisfied?
* What can be done for making the existing/current members happier?
* Are the amount of charges too high to attract new customers/members?
* Are the amount of charges too high to attract young customers/members?
* What possible improvements will help the club in attracting people?
* Who usually attends the club in the current time?

The next (fourth) step of the management research question hierarchy is the investigative questions (Bell, Bryman, & Harley, 2018). These questions are what the management and executives need to recognize for making decisions regarding the problem at hand. The possible and completely realistic investigative questions for the NRC Country Club are the following.

* What and how much long-lasting loss the company may be facing if they did not work towards attracting new members or customers?
  + The loss for 1 year
  + The loss for 3 years
  + The loss for 5 years
* What new or additional facilities can be found helpful for the company to attract new members?
  + Tennis courts
  + Swimming pool
  + Fitness facilities
  + Convenient environment
  + Paddle tennis court
  + Social activities
  + Family and children’s activities
  + Personal and private lessons with the/a professional
  + Sanatorium
* What potential improvements would be helpful for the club to attract and bring new members/customers?
  + Larger bar
  + The enlarged area of the banquet room
  + The better and improved range for golf driving
  + Enriched area for golf short game practice
  + Reformed and modified North and South Course
* Are the charges and fees are too high?
* Are the existing members or customers happy?

If the research looks for the question that how to increase the happiness of existing members of the club and attract new ones, the above-listed questions are what they need to research or ask. Hence, all of the questions would give information to the management team of the company/club they need for making a strong and highly informed decision (Cooper, & Schindler, 2001).

**Question No 1 (B)**

**Compare Your List with the Measurement Questions Asked.**

**Comparison**

All of the questions that are modeled work with the measurement questions which have asked. They all are on a similar line of questioning. The measurement questions ask about what the club or company can do in terms of attracting new members or customers as well as what actions they can perform to make the existing customers more satisfied and happy. Beyond that, the questions which have been posted in the above phase are about the club practices regarding bringing more customers. In other words, those questions are about how the club can attract and bring more members, and how happier are the existing ones as well as how the existing ones (members) can be made more satisfied and happier than they are (Cooper, & Schindler, 2001). As well as what can be performed to make the existing/current members more satisfied and happier. Furthermore, the questions also cover the areas of revenues and financing. The last questions are about how the club would bring in a higher amount of money or revenues as well as how would the finances of the club if new members have not been attracted and brought in by the club (Johnson, 2016).

**Question No 2**

**Given the Research Question, How Appropriate were the Measurement Questions?**

In the survey, the research question “How the NRC Country Club can attract new members to the club?” has been supported by the measurement question mostly, however, there was very little discussion about cost, revenues or prices and other financial sides of the company or club. This was in the final results like an afterthought. Most and even all members realized and felt that prices of dining or dining prices are seen the same which are 48 percent for dinner and 65 percent for lunch or even higher (47 percent dinner and 32 percent lunch) than other restaurants and clubs visited by the members and/or customers. Hence, they were not willing to pay a higher amount of dues or fees (that include 43 percent of under age 46), to attain the variances they found and felt impressive and highly attractive (Cooper, & Schindler, 2001).

The question regarding improvement and enhancements as well as what amenities/facilities need to be implemented was a crucial and important question to be asked the non-members of the club. It is highly crucial and important to get the opinion of those who are not the members of the club because getting opinions from non-members helps to attract and bring in new members or customers (Foos, Schum, & Rothenberg, 2016). Beyond that, continuously impressing the non-membered individuals leads to the attraction of new members towards the club (Johnson, 2016). Hence, if you continuously impress the non-members then they would become members one day because one day they will get impressed and attracted. Despite, if you work to impress the existing members of the club and improve the club and provided facilities, then the existing/current would be likely to bring more (new) members with themselves (Foos, Schum, & Rothenberg, 2016). They would do it by bringing their friends, colleagues, and family members to the club and golf, etc. Those friends, colleagues, and family members of existing/current members would then join the club and would become members because they like the look of it.

**References**

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