



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Postgraduate & Mid-career Development Unit

Master of Business Administration 2014-2016 Weekday Programme (Semester III Second half)  
Examination– July 2016

**MBA 626 - Research Method II**

**Three (03) Hours**

**Answer any Five (05) Questions**

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1. “Your choice of questionnaire will be influenced by a variety of factors related to your research question/s and objectives”.
- i. What are the different methods of administering a questionnaire? (04 Marks)
  - ii. How would you determine the most appropriate method to administer the questionnaire? (06 Marks)
  - iii. What essential steps would you adapt to design a quality questionnaire? (10 Marks)
- (Total 20 marks)**
2. i. Explain how you would prepare data for quantitative analysis? (10 Marks)
- ii. “Normality tests are used to determine if a data set is normally distributed”
- a. How do you test for normality of data? (05 Marks)
  - b. Why it is important to test the normality of data? (05 Marks)
- (Total 20 marks)**

3. i. "Interviews and focus group discussions are popular methods of data collection in qualitative research. Focus group discussions although insightful and data rich, are difficult to organize and manage". Elaborate on this statement focusing on the underlined terms.

(12 Marks)

ii. Outline the advantages and disadvantages of interviews as a data collection method in qualitative research.

(08 Marks)

**(Total 20 marks)**

4. i. "Ensuring quality is important in any research study. However the quality of a study needs to be judged as suited to the particular research methodology". Briefly explain the above statements and identify the steps that could be taken to ensure quality in a qualitative research study.

(10 Marks)

ii. "Writing qualitative research can be a challenging task. It is not simply an act of recording the outcomes of the analysis, and the findings cannot be neatly presented by way of statistics and graphs". Comment on the above statement, and explain how quality could be maintained in a qualitative study through effective writing.

(10 Marks)

**(Total 20 marks)**

5. i. Briefly explain the process of carrying out a qualitative data analysis. (15 Marks)

ii. What are the challenges that a researcher will face in carrying out a qualitative data analysis? (05 Marks)

**(Total 20 marks)**

6. i. "Data collection methods are atheoretical and amethodological. Hence, each data collection method can be employed across paradigms and methodologies in a more customized manner." Elaborate on this statement. (06 Marks)

ii. A research student has obtained the following results in the process of analyzing data to estimate the regression model  $Y_i = \alpha_0 + \beta_1 X1_i + \beta_2 X2_i + \beta_3 X3_i + \beta_4 X4_i + \epsilon_i$ .

**Table 1: Reliability Statistics**

Cronbach's Alpha	N of Items
.896	5

**Table 2: Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.9600	17.534	4.18733	5

**Table 3: Correlation Coefficient Matrix**

		Y	X1	X2	X3	X4
Y	Pearson Correlation	1.000				
	<i>Sig. (2 - tailed)</i>					
X1	Pearson Correlation	0.002	1.000			
	<i>Sig. (2 - tailed)</i>	0.283				
X2	Pearson Correlation	-0.165	0.612	1.000		
	<i>Sig. (2 - tailed)</i>	0.321	0.000			
X3	Pearson Correlation	0.490	0.512	0.342	1.000	
	<i>Sig. (2 - tailed)</i>	0.000	0.000	0.002		
X4	Pearson Correlation	0.821	0.419	0.604	0.524	1.000
	<i>Sig. (2 - tailed)</i>	0.000	0.000	0.000	0.000	

Note: Number of observations is 300.

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 <sup>a</sup>	.506	.485	.39884

a. Predictors: (Constant), X1, X2, X3, X4

**Table 5: ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.478	4	3.869	24.325	.000 <sup>a</sup>
Residual	15.112	295	.159		
Total	30.590	299			

a. Predictors: (Constant), X1, X2, X3, X4

**Table 5: ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15.478	4	3.869	24.325	.000 <sup>a</sup>
Residual	15.112	295	.159		
Total	30.590	299			

a. Predictors: (Constant), X1, X2, X3, X4

b. Dependent Variable: Y

**Table 6: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.074	.137		.539	.591
X1	.120	.090	.120	1.340	.184
X2	.109	.089	.119	1.218	.226
X3	.338	.092	.369	3.673	.000
X4	.227	.073	.269	3.098	.003

a. Dependent Variable: Y

- i. Based on the above results, comment on the reliability of data used in the analysis. (02 Marks)
- ii. Does the issue of multicollinearity exist in the model used in the analysis? Justify your answer with the help of above statistical evidence. (03 Marks)
- iii. Explain the correlation between independent variables and the dependent variable used in the above analysis. (03 Marks)
- iv. Interpret the impact of independent variables on the dependent variable as presented in Table 6, and discuss the appropriateness of the regression model used in the study to estimate the impact of selected independent variables on the dependent variable of the model. (06 Marks)

**(Total 20 marks)**

7. Write short notes on the following topics:

- i. Unit-root Test
- ii. Hausman Specification Test
- iii. Dynamic Panel Data Models
- iv. Validity and reliability of quantitative data
- v. Type I and Type II errors

**(04 Marks x 05 = Total 20 marks)**