

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester VI) Examination – December, 2018

### ACT 2309 – Research Methods

Three (03) Hours

Answer any Five (05) Questions

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1. i. "Research is distinguished from opinion making." Do you agree? Provide reasons for your answer. (06 Marks)
- ii. Briefly explain the features of a high quality research study. (07 Marks)
- iii. What are the various ways of generating research ideas for a study? (07 Marks)
- (Total 20 marks)**
2. i. "A literature review is a vital part in both qualitative as well as quantitative research studies". Elaborate on this statement highlighting the importance of a literature review. (10 Marks)
- ii. Differentiate between qualitative research and quantitative research. (10 Marks)
- (Total 20 marks)**
3. i. Describe under which circumstances should a researcher choose the qualitative research approach to study a research problem. (08 Marks)
- ii. Briefly explain the various data collection methods that can be used in a qualitative research study. (12 Marks)
- (Total 20 marks)**

4. i. "Sampling provides a valid alternative to a census". Elaborate on this statement.

(08 Marks)

ii. Briefly explain the process of ensuring completeness of the sampling frame before applying a probability sampling technique to select a suitable sample for a research.

(05 Marks)

iii. Explain the characteristics of a sound conceptual framework developed for a quantitative research.

(07 Marks)

**(Total 20 marks)**

5. i. Some research designs involve a series of decisions related to testing the theory (conceptual model) empirically. Briefly explain such key decisions involved in a quantitative research design.

(08 Marks)

ii. The following SPSS output has been obtained in the process of analyzing data collected by a student for a research.

Reliability Statistics

Cronbach's Alpha	N of Items
0.827	5

Based on the above statistic, determine the reliability of data for carrying out further statistical tests.

(01 Mark)

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(08 Marks)

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(05 Marks)

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(01 Mark)

iii. Correlation results obtained for a research are shown below.

		Effectiveness of Grievance Handling Procedure	Speedy Resolution	Equality	Level of Acceptance	Manager's Capability
Effectiveness of Grievance Handling Procedure	Pearson Correlation	1	0.709**	0.426**	0.310**	0.799**
	Sig. (2-tailed)		0.000	0.000	0.005	0.000
	N	80	80	80	80	80
Speedy Resolution	Pearson Correlation	0.709**	1	0.367**	0.446**	0.726**
	Sig. (2-tailed)	0.000		0.001	0.000	0.000
	N	80	80	80	80	80
Equality	Pearson Correlation	0.426**	0.367**	1	0.584**	0.393**
	Sig. (2-tailed)	0.000	0.001		0.000	0.000
	N	80	80	80	80	80
Level of Acceptance	Pearson Correlation	0.310**	0.446**	0.584**	1	0.358**
	Sig. (2-tailed)	0.005	0.000	0.000		0.001
	N	80	80	80	80	80
Manager's Capability	Pearson Correlation	0.799**	0.726**	0.393**	0.358**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.001	
	N	80	80	80	80	80

\*\* Correlation is significant at the 0.01 level (2-tailed).

If the dependent variable is "effectiveness of grievance handling procedure", identify the relationships between independent variables and the dependent variable.

(04 Marks)

iv. In addition to the above output, the following estimates have been obtained in the process of estimating the regression model:  $Y_i = \alpha_0 + \beta_1 X1_i + \beta_2 X2_i + \beta_3 X3_i + \beta_4 X4_i + \epsilon_i$ .

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.832 <sup>a</sup>	0.692	0.675	0.31444

a. Predictors: (Constant), Manager's Capability, Level of Acceptance, Equality, Speedy Resolution

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.627	4	4.157	42.042	0.000 <sup>b</sup>
Residual	7.416	75	0.099		
Total	24.043	79			

a. Dependent Variable: Effectiveness of Grievance Handling Procedure

b. Predictors: (Constant), Manager's Capability, Level of Acceptance, Equality, Speedy Resolution

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.122	0.151		0.805	0.423
Speedy Resolution	0.270	0.090	0.292	2.993	0.004
Equality	0.127	0.062	0.167	2.048	0.044
Level of Acceptance	-0.093	0.065	-0.119	-1.436	0.155
Manager's Capability	0.584	0.099	0.564	5.926	0.000

a. Dependent Variable: Effectiveness of Grievance Handling Procedure

Based on the above estimates;

a. Explain the impact of independent variables on the dependent variable.

(04 Marks)

b. Discuss the appropriateness of the regression model used in the study to estimate the impact of selected independent variables on the dependent variable.

(03 Marks)

**(Total 20 marks)**

6. Write short notes on the following:

- i. Importance of Voice Recording and Transcribing Interviews
- ii. Data Analysis in Qualitative Research
- iii. Total Response Rate and Active Response Rate
- iv. Cluster Sampling Technique
- v. Categorical Data

(04 Marks x 5 = Total 20 marks)