

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

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

HRM 2309 - Research Methods

Three (03) Hours

Answer All Questions

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1. i. What is research?

(05 Marks)

ii. Briefly describe the different types of research.

(05 Marks)

**(Total 10 marks)**

2. i. Why do researchers need to conduct literature review as an integral part of a research?

(10 Marks)

ii. List the components of a research proposal.

(05 Marks)

**(Total 15 marks)**

3. i. What research methods are available for a positivistic researcher?

(05 Marks)

ii. What are the research methods available for a qualitative researcher?

(05 Marks)

**(Total 10 marks)**

4. Describe briefly the following:

i. Research design

ii. Sampling techniques

iii. Survey

iv. Research problem

v. Vignettes

vi. Observation

(05 Marks each)

**(Total 30 marks)**

5. i. Define independent, dependent, mediator and moderator variables.

(08 Marks)

ii. For each of the following hypotheses, separately show the relationships diagrammatically. Also, clearly identify the independent, dependent, mediator, and moderator variables in each hypothesis.

- a. Supervisor support is negatively related to turnover intention of subordinate.
- b. Training is positively related to promotion of employees.
- c. Social support mediates the relationship between stress and burnout.
- d. Age moderates the relationship between career progression and life satisfaction.

(02 Marks each)

iii. Define unit of analysis and give examples.

(04 Marks)

**(Total 20 marks)**

6. i. Write an example each for nominal, ordinal and interval measurements.

(05 Marks)

ii. Briefly describe the steps in interviewing.

(05 Marks)

iii. Briefly describe the steps in quantitative data analysis.

(05 Marks)

**(Total 15 marks)**

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