

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

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

### MOS 2302 – Research Methods

Three (03) Hours

Answer **FIVE (05)** Questions in all, selecting **at least Two (02)** Questions from each part.

---

#### **Part - I**

1. i. Briefly describe the 'research process' while elaborating major steps in it. (15 Marks)
- ii. State five (05) groups of possible stakeholders of the findings of organizational research. (05 Marks)
- (Total 20 marks)**
2. i. Briefly elaborate the elements of a research design. (08 Marks)
- ii. Differentiate between 'case study strategy' and 'survey strategy'. (04 Marks)
- iii. Briefly explain how review of literature can help your research proposal and the research study. (08 Marks)
- (Total 20 marks)**
3. i. "Employee skill profile is an important determinant of the organizational success. However, 'organizational success' is a variable with diverse measures, hence it has been replaced by 'organizational performance' in mostly cited literature. It is hypothesized that employee performance (individual) is leading to organizational performance. At the same time, organizational researchers found that personal factors (e.g. personality, emotional intelligence) as well as organizational level factors (e.g. culture and organizational politics) can affect the individual employee performance".
- a. Identify the independent variable, dependent variable, mediator and the moderator(s) in the above scenario. (08 Marks)
- b. Draw a diagram to depict the relationships of the variables mentioned in above (a). (12 Marks)
- (Total 20 marks)**

**Part – II**

4. i. List down four (04) types of scales that measure the variables in a research. (04 Marks)
- ii. Identify the most suitable scales that you could use under the following situations.
- a. You are asked to rank the cities listed below in the order that you may consider them as suitable for opening a new University in Sri Lanka.
- Kandy
  - Colombo
  - Galle
  - Matara
  - Negumbo
  - Ratnapura
- (03 Marks)
- b. Indicate the extent to which you agree with the following statements as they relate to your multiple intelligence.
- Highly Disagree (1) Disagree (2) Neither Agree nor Disagree (3) Agree (4)  
Highly Agree (5)
- (03 Marks)
- iii. Write down the types of primary sources of data collection methods and briefly explain one of them. (04 Marks)
- iv. Briefly explain the types and forms of questions that could be included in a structured questionnaire. (06 Marks)
- (Total 20 marks)**
5. i. Briefly explain the term 'sample' with a suitable example. (03 Marks)
- ii. Differentiate 'random sampling design' from 'non-random sampling design'. (05 Marks)
- iii. Identify the relevant population for the following research efforts and suggest the appropriate sampling design to investigate the issues. Justify your choice of sampling design.
- a. A mobile phone manufacturing firm would like to know the types of mobile phones possessed by various age group of people in the Colombo city. (04 Marks)
- b. ABC Company wanted to find out whether the married women working in a hospital have a higher rate of absenteeism than the women workers those who are not married. (04 Marks)

c. The researcher would like to investigate about the successful entrepreneurs who won the 'Best Achiever Award' in 2017.

(04 Marks)

**(Total 20 marks)**

6. "Parametric and non-parametric techniques are applied to address objectives in research studies and these techniques depend on the types of data involved".

i. Briefly describe types of data with examples.

(04 Marks)

ii. What is the difference between 'parametric' and 'non-parametric' techniques?

(02 Marks)

iii. What is meant by "Internal Consistency" of Likert scale items?

(04 Marks)

iv. A researcher needs to determine the significant factors which influence on employee retention. After reviewing literature, four variables have been selected for the study. The multiple regression model was constructed taking employee retention as the dependent variable. Interpret results in the following tables.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.930 <sup>a</sup>	.864	.858	.22928	1.884

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.778	4	7.945	151.125	.000 <sup>a</sup>
	Residual	4.994	95	.053		
	Total	36.772	99			

**Coefficients\***

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.205	.157		1.307	.194		
PEC	.249	.067	.288	3.718	.000	.238	4.200
Fairness	-.066	.077	-.078	-.849	.398	.170	5.875
Rewarding	.640	.085	.620	7.541	.000	.212	4.722
Feedback	.124	.077	.143	1.612	.110	.182	5.487

a. Dependent Variable: Retention

(10 Marks)

**(Total 20 marks)**

7. Differentiate the terms in **any four (04)** of the following:

- i. Basic research and applied research
- ii. Validity and reliability
- iii. Hypotheses and propositions
- iv. Interview methods and structured questionnaires
- v. Formulating a good title and a problem statement in research

**(4X05 = Total 20 marks)**

\*\*\*\*\*