UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT & FINANCE

Postgraduate & Mid-career Development Unit

Master of Business Administration (MBA)/MBA in Finance/MBA in Marketing/MBA in HRM
2015-2017 (Weekend) Programmes (Semester III Second-half) Examination – July 2017

MBA 626 – Research Methods II

Three (03) Hours

Answer any **FIVE (05)** Questions

This paper has six (06) questions printed on five (05) pages

---

1. i. Designing a questionnaire is an art and science. Describe and justify five aspects that you would give priority when designing a questionnaire for your study.

(10 Marks)

   ii. Write short notes on the following in relation to positivistic studies:

   a. Vignetttes

   b. Quasi experiments

(05 Marks each)

(Total 20 marks)

2. i. Advise a positivistic researcher, planning to use parametric tests for testing her hypotheses on the assumptions that require to be met.

(05 Marks)

   ii. Write the moderated multiple regression equation for the following study:

   DV: Turnover intention (TI)

   IV: Organisational commitment (OC)

   Moderator: perceived career opportunities (PCO)

(03Marks)

iii. Write the regression equations for mediator testing for the following study:

DV: Work-family conflict (WFC)

IV: Leadership style (LS)

Mediator:Family supportive supervisor behavior (FSSB)

(06 Marks)

iv. Interpret the results presented in the table below:

	Total sample ($n = 225$)			
	Step 1	Step 2	Step 3	Step 4
Control variables				
Age	.20*	.19*	.22*	.22*
Tenure	.05	.08	.07	.07
The existence of child	−.10	−.09	−.08	−.09
Job level	.13	.14*	.13	.13
Spousal work status	.02	−.00	−.01	−.01
Average paid work hours per week	−.04	.01	.03	.03
Average housework hours per week	.20**	.15*	.20**	.21**
Predictors of interest				
Work-to-family conflict (WFC)		−.19**	−.19**	−.18*
Gender (GEN)		.06	.04	.04
Gender role orientation (GRO)		−.20**	−.16*	−.16*
Interaction item				
WFC*GEN			−.24***	−.25***
WFC*GRO			.22***	.22***
GEN*GRO			.04	.04
WFC*GEN*GRO				−.06
Total R^2	.09**	.17***	.25***	.25***
ΔR^2		.08***	.08***	.00

Note: Standardized regression coefficients were reported.
*$p < .05$; **$p < .01$; ***$p < .001$; two-tailed test.

Perceived family accomplishment is the dependent variable

[Source: Zhao, Zhang, & Foley (2017). Testing two mechanisms linking work-to-family conflict to individual consequences: Do gender and gender role orientation make a difference? The International Journal of Human Resource Management]

(06 Marks)

(Total 20 marks)

3. Interviews and focus group discussions are popular methods of data collection in qualitative research.

i. Although <u>insightful and data rich</u>, focus group discussions are <u>difficult to organize and manage</u>. Elaborate 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)

2

4. i. In analyzing interviews and focus group discussions, the researcher's task is to identify patterns in the data that tell a meaningful story in relation to the research questions of the project. Explain how 'coding', 'the identification of themes' and 'the identification of relationships between themes' can help in this process. Use a hypothetical example of a research question (not those discussed in class) in order to illustrate your answer.

(12 Marks)

   ii. Explain the purpose of including interview quotes when presenting your analysis. How does the practice of providing a 'top' and a 'tail' (Silverman, 2013) to your quote help in achieving the purpose of including quotes?

(08 Marks)

(Total 20 marks)

5. i. "Ensuring quality and maintaining credibility 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 statement and identify how quality could be ensured in carryout a qualitative research study.

(12 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.
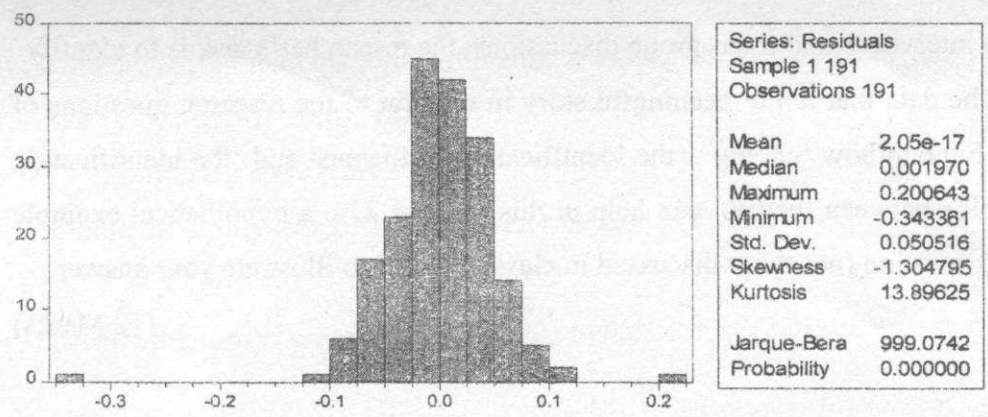
(08 Marks)

(Total 20 marks)

6. i. Briefly explain the steps of analyzing a longitudinal data set to draw accurate statistical evidence to test hypotheses of a research.

(07 Marks)

   ii. The following E-views outputs have been obtained in the process of analyzing a cross-sectional data set. Based on the outputs, identify whether the normality, heteroskedasticity and multicollinearity issues are present. (*Hint*: Dependent variable of the study is ROE and all other variables are independent)

(03 Marks)

Series: Residuals	
Sample 1 191	
Observations 191	
Mean	2.05e-17
Median	0.001970
Maximum	0.200643
Minimum	-0.343361
Std. Dev.	0.050516
Skewness	-1.304795
Kurtosis	13.89625
Jarque-Bera	999.0742
Probability	0.000000

Heteroskedasticity Test: White

F-statistic	0.409853	Prob. F(14,176)	0.9704
Obs*R-squared	6.030367	Prob. Chi-Square(14)	0.9657
Scaled explained SS	36.87535	Prob. Chi-Square(14)	0.0008

Covariance Analysis: Ordinary
Included observations: 191

Correlation
Probability	VAIC	ROE	DER	MB	PC
VAIC	1.000000				

ROE	0.202707	1.000000			
	0.0049	-----			
DER	0.294335	-0.027640	1.000000		
	0.0000	0.7043	-----		
MB	-0.048783	-0.202037	0.021830	1.000000	
	0.5028	0.0051	0.7644	-----	
PC	-0.344603	-0.215011	-0.143156	0.040201	1.000000
	0.0000	0.0028	0.0482	0.5808	-----

iii. Using the above results, explain the correlation between independent variables and dependent variable used in the above analysis.

(03 Marks)

iv. In addition to the above outputs the following estimates have been obtained in the process of estimating the regression model: $ROE_i = \alpha_0 + \beta_1 VAIC_i + \beta_2 DER_i + \beta_3 MB_i + \beta_4 PC_i + \varepsilon_i$.

4

Dependent Variable: ROE
Method: Least Squares
Included observations: 191

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.126559	0.017001	7.444405	0.0000
VAIC	0.003770	0.001746	2.159202	0.0321
DER	-0.004238	0.003212	-1.319638	0.1886
MB	-0.011609	0.004347	-2.670784	0.0082
PC	-0.760339	0.341635	-2.225590	0.0272

R-squared	0.308905	Mean dependent var	0.115606
Adjusted R-squared	0.289742	S.D. dependent var	0.053514
S.E. of regression	0.051057	Akaike info criterion	-3.085927
Sum squared resid	0.484864	Schwarz criterion	-3.000789
Log likelihood	299.7060	Hannan-Quinn criter.	-3.051442
F-statistic	5.682991	Durbin-Watson stat	1.939535
Prob(F-statistic)	0.000245		

Based on the above estimates:

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

(03 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.

(04 Marks)

(Total 20 marks)