# EASTERN UNIVERSITY, SRI LANKA

## Faculty of Commerce and Management

### Third Year/First Semester Examination in Bachelor of Business Administration/ BBA(Specialization in Marketing Management)/BBA (Specialization in HRM) – 2012/201 (February/March 2015)

### (Proper)

MGT 3063 Research Methodology in Business Administration

MKT 3073 Research Methodology in Marketing Management

HRM 3063 Research Methodology in Human Resource Management

Answer all five (5) questions                                             Time: 03 hours

Q1) Read the following abstract and answer the questions given below.

### Emotional Intelligence and Organizational Productivity: A Conceptual Study

The main purpose of this research paper is to examine the impact of emotional intelligence on job satisfaction and productivity. If the employees knowing their own emotion and they are able to manage them they work more efficiently and productively. Employees also recognizing and appreciative others colleagues emotion as well. Emotionally intelligent people get more satisfaction from their jobs. The other factor that affects job satisfaction and productivity is relations between management and employees. After reviewing the literature it has been analyzed that Emotional intelligence is positively correlated with the job satisfaction and productivity.

Successful relationship between high administration helps in increasing employee's performance and organization productivity. It has been noticed that job satisfaction and positive feeling increase desired expansion. There is a need to develop emotional Intelligence competencies in persons to improve administrative performance and practices. The present paper is conceptual, may analytical paper provide more accurate results according to variables measurement. The emotional intelligence constraints are also important for organization productivity, social awareness, self-management and self-awareness.

1

(a) State a problem background to justify the conduction of research in this specific research

(05

(b) What are the research questions and objectives that can be raised and formulated respe based on this study?

(05

(c) Formulate a conceptual model and propose possible hypotheses and suggest ways of t those.

(05

(d) Suggest a sampling framework and sampling method that could be applied for and sta advantages and disadvantages of the sampling method that you have proposed. (05

(Total Ma

Q2) (a) What are the different types of research questions that an investigator could raise a these are different from each other, explain with examples?

(05

(b) What is Unit of Analysis? What are the different levels available and how they are d from one another?

(05

(c) What is the role served by Literature Review? and state what are the common mista take place in the literature review?

(05

(Total Ma

Q3) (a) What are the research philosophies and strategies available for a researcher and s special characteristics of those philosophies and strategies.

(10

(b) APA is a manual style available for citation. What does it stands for and state how yo cite in the text and reference, a work done by one, two and multiple authors.

(05

(c) Distinguish between Reliability and Validity and explain the different measures of re with examples.

(05

(Total Ma

Q4) (a) What is conceptualization and operationalization, explain this with a real example and also give different formats a conceptual framework could be presented. (07 Marks)

(b) Compare and contrast ordinal scales and interval scales and give what are the statistical measures that could be applied for nominal scales. (06 Marks)

(c) What is the role played by literature review and state the sources through which an investigator could collect relevant materials. (06 Marks)

(d) What is the purpose of research proposal and describe the role of abstract in a research report. (06 Marks)

(Total Marks 25)

Q5) (a) What are the principal ethical issues you will need to consider irrespective of the particular methods that you use in research? (06 Marks)

(b) What are the differences between primary data collection and secondary data collection and describe the different data sources falls under these categories. (06 Marks)

(c) A tax consultant wonders whether he should be more selective about the class of clients he serves so as to maximize his income. He usually deals with four categories of clients: the very rich, rich, upper middle class, and middle class. He has records of each and every client served, the taxes paid by them, and how much he has charged them. Since many particulars in respect of the clients vary (number of dependents, business deductibles, etc.), irrespective of the category they belong to, he would like an appropriate analysis to be done to see which among the four categories of clientele he should choose to continue to serve in the future.

What kind of analysis should be done in the above case and why? (08 Marks)

(Total Marks 20)