

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business

Administration -2017/2018

(January 2020)

(Proper/Repeat)

MGT 3063: Research Methodology in Bachelor of Business Administration

Answer all five (05) questions

Time: 03 hours

- Q1. Read the following abstract of a research on “The impact of Motivation on Employee Performance in the electronics industry in China.” and answer the questions given below.

Abstract:

The impact of Motivation on Employee Performance in the electronics industry in China.

Motivation and its impact on performance has always remained highly researched area and have gone through many discussions and iterations and through this paper a deeper investigation is made to identify the impact of Motivation on performance of the employees. Independent variables used to gauge Motivation are; Training and Development, Reward and Recognition and Delegation of Authority whereas the dependent variable is employee performance. Descriptive and explanatory design has been adopted for this study and the survey questionnaire comprised of 20 questions prepared based on Likert Scale (strongly disagree -1 and 5 for strongly agree). Sample size consisted of 100 employees from electronic manufacturing company in china and used simple random probability sampling technique. Collected details were analyzed via SPSS employing regression and correlation. The most interesting aspect is that result of this study found all the factors chosen have significant relationship with motivation. Moreover, it found Training and

Development, Reward and Recognition, and Delegation of Authority has significant impact on performance of employee.

Required:

- a.) Identify the research problem for the above abstract and state the rationale for your explanation. (05)
- b.) Develop the research questions that could have guided this study. (06)
- c.) Construct the conceptual framework for this study. (06)
- d.) Based on the conclusion in this abstract what are the hypotheses that would have been formulated by the researcher? (06)

(Total)

Q2)

- a.) "Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific subject." Based on this statement define and differentiate "quantitative research" and "qualitative research."

- b.) Identify and briefly explain the research process that consists of a number of related activities and provides a useful procedural guideline regarding research.

- c.) "The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet."

Based on the above statement briefly explain the Criteria of good research.

(05 Marks)

(Total Marks 22)

- Q3 a.) *"Defining a research problem involves the task of laying down boundaries within which a researcher shall study the problem with a pre-determined objective in view."*

Based on the above statement list and briefly explain the technique of defining a research problem.

(06 Marks)

- b.) *"Inquiry starts only when something is unsatisfactory when traditional beliefs are inadequate or in question, when the facts necessary to resolve one's uncertainties are not known, when the likely relevant hypothesis are not even imagined. What one has at the gaining of inquiry is merely the problem".*

In view of the above statement, briefly explain the Criteria/Factors to be considered in selecting the research problems.

(06 Marks)

- c.) *"The formulation of a research problem is the first and most important step of the research process. It is like the identification of a destination before undertaking a journey and a research problem is like the foundation of a building."*

Define the term "Research problem" and explain the steps in formulation of a research problem

(06 Marks)

(Total Marks 18)

- Q4 a.) "The literature review is a critical look at the existing research that is significant to the work that a researcher is carrying out."

Based on the above information define the term "Literature Review" and explain the steps for writing a Literature Review

(06 Marks)

- b.) "A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for a sample."

Considering the above statement, explain the different types of sampling methods used in research.

(06 Marks)

- c.) "A hypothesis is a proposition in testable form and predicts a particular relationship between two or more variables. If a researcher thinks that a relationship exists, he should first state it as a hypothesis and then test the hypothesis in the field."

Based on the above statement, list and briefly explain the Statistical procedures that are commonly used for hypothesis testing.

(06 Marks)

(Total Marks)