



EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/Second Examination in Business Administration – 2013/2014

(Specialization in Marketing Management and Human Resource Management)

(September/October - 2016)

(Proper/Repeat)

MGT: 3063: Research Methodology in Business Administration

MKT: 3073: Research Methodology in Marketing Management

HRM: 3063 Research Methodology in Human Resources Management

Answer all five (5) questions

Time: 03 hours

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

**Organizational citizenship behaviours and its relationship with major attitudinal factors:
A comparative study between two police regions of Turkish National police**

The purpose of this study is to determine whether major attitudinal factors are among the predictors of Organizational Citizenship Behaviour (OCB) in the Turkish National Police Organization (TNP). It investigates the influences of job satisfaction, organizational commitment, and organizational justice on OCB between two police regions (Region I and Region II) of the TNP.

The results indicate that job satisfaction has a direct positive influence on employees' OCB perception. Affective commitment is also positively related to OCB perception of TNP members. Only partial support was obtained for the relationship between normative and continuance commitments and OCB perceptions. Among organizational justice dimensions, distributive justice plays an important role in predicting TNP employees' OCB perception. The relationship between procedural justice and OCB was partially supported. However, interactional justice did not show any association with OCB.

These findings indicate that major attitudinal factors are important predictors of OCB in the TNP. It provides guidelines to help TNP managers better understand how to use major attitudinal

factors to improve OCB perceptions' of their members. Some public policy implications should be establishment of OCB-Oriented Policing Unit within the existing organizational structure of the TNP and providing an innovative policy platform that can foster cooperation, coordination and consultation between TNP and other private and public organizations.

Required:

- I. Identify the research problem for the above abstract and state the rationale behind the explanation. (05 M)
- II. What are the main variables and their associated dimensions that could be found from the research and also provide the research framework? (05 M)
- III. Based on the conclusion in this abstract what are the hypotheses that would have been formulated by the researcher? (05 M)
- IV. What are the drawbacks that you could find from this abstract and give your justification for each of it? (05 M)

(Total 20 M)

- Q2)
- I. When writing a **research proposal** what are the **elements** that should be included and state the **purpose** of **research proposal**? (7 M)
 - II. What do you mean by **ethics in research**? What are the main aspects that should be taken care by the researcher to claim that his/her research has not violated **ethical principles**? (7 M)
 - III. **Research report writing** is the ultimate stage of the **research process**; therefore, it should be a comprehensive in nature. Define '**Research Report**' and discuss the **organization of research report** on the topic of your own choice. (6 M)

(Total-20 M)

i. What **types of research questions** that would require **Univariate, Bivariate and Multivariate** analyses and identify the statistical measures that would help to give answers for those questions?

(6 Marks)

ii. What are the main **primary data collection methods** available and briefly describe on those methods with their **advantages and disadvantages**?

(8 Marks)

iii. What are the techniques/measures that are available to test the **Reliability and Validity**?

(6 Marks)

(Total-20 Marks)

i. What is **Multicollinearity problem** and how this could be identified in a research conducted?

(5 Marks)

ii. How is a **statistical hypothesis** different from **research hypothesis** and Identify the **types of error** found in hypothesis testing?

(5 Marks)

iii. Differentiate between **Contrived** and **Non-contrived** in a study setting and also state the different **unit of analyses** available.

(5 Marks)

(Total-15 Marks)



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EASTERN UNIVERSITY, SRI LANKA
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Third Year /Second Semester Examination in Bachelor of Business
Administration/Specialization in Marketing Management/Specialization in
HRM 2013/14 (September/October – 2016)
Proper/Repeat

MGT 3063/ MKT 3073/ HRM 3063: Research methodology in Business
Administration / in Marketing Management/ in HRM

Fill in the blanks with appropriate answers in this question paper. All the blanks carry one mark each.

- (5) a) All the **methods** used by a researcher during a **research study** are termed as
- b)is defined as a **broad, comprehensive, in-depth, systematic, and critical review of scholarly publications, unpublished scholarly print materials, audio-visual materials, and personal communications.**
- c) is the process of **development and clarification** of concepts.
- d) A is a **proposition** in testable form and predicts a particular relationship between two or more variables.
- e) Ais an **ordinal scale format** that asks respondents to indicate the extent to which they agree or disagree with a series of mental or behavioral belief statements about a given object.
- f) The refers to the **researcher overall plan** for answering the research question or testing the research hypotheses

- g) studying people or phenomena at **more than one point in time** to answer the research question.
- h) is useful in calculating the **relative weighting** of two independent variables on a dependent variable.
- i) is what exists and is a view on the **nature of reality**.
- j) With a theory and hypothesis (or hypotheses) are developed, a research strategy designed to test the hypothesis. With data is collected and a theory developed as a result of the data analysis.
- k) With the chance, or probability, of each case being selected from the population is known and is usually **equal for all cases**.
- l) Most research in the humanities revolves around four **Ps**:;;;
- m) There are **four measurement scales** used in the social sciences:;;;
- n) Formulating a is the **first** and most important step in the research process.
- o) Fill in the blanks to show the correct reference format for the following source retrieved from an online journal:
- ▽ Social Work and Research, 1995, Vol. 68(2), 127-137 SSN: 1948-CCX
 - ▽ DOI:10.1037/swr/127.
 - ▽ Students and the Problem of Entitlement.
 - ▽ Jeffrey T. Swan
 - ▽ Dennard Q. Rail
 - ▽ Mary N. Bushcombe
 - ▽ University of Georgia.
-(1995). Soci
- Research*,....., 127-137.