

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/Second Semester Examination in Bachelor of Business Administration

2012/2013 (July /August 2015)

(Repeat)

MGT 3063 Research Methodology in Business Administration

Answer all five (5) questions

Time: 03 hours

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

**FACTORS AFFECTING EMPLOYEE JOB SATISFACTION OF PHARMACEUTICAL
SECTOR**

The Pharmaceutical sector plays a vital role in underpinning the economic development of a country. This study attempts to evaluate job satisfaction of employees in different pharmaceutical companies. It focuses on the relative importance of job satisfaction factors and their impacts on the overall job satisfaction of employees. It also investigates the impacts of pharmaceutical type, work experience, age, and sex differences on the attitudes toward job Satisfaction. The result shows that salary, efficiency in work, fringe supervision, and co-worker relation are the most important factors contributing to job satisfaction. The overall job satisfaction of the employees in pharmaceutical sector is at the positive level. The nature of business operation, the work culture and the level of job satisfaction have undergone sea change for the pharmaceutical companies. As a business proposition initiated huge investment whereas majority of their stocks is going down bringing a high level of apprehension related to job security among its employees. This research paper highlights some of these problems and presents a picture of level of job satisfaction among employees of pharmaceutical companies. It also identifies unique issues of job satisfaction in the companies. Pharmaceuticals Companies are selected for the research because they are currently undergoing continued expansion. In order to gain competitive advantage and adapt to the dramatic changing environment, it is important for them to achieve management efficiency by increasing employee satisfaction in the organisation. Hence this research was mainly undertaken to investigate on the significance of factors such as

working conditions, pay and, promotion, job security, fairness, relationship with co-workers and supervisors in affecting the job satisfaction. This paper presents a comprehensive diagnosis of job satisfaction indices of pharmaceutical business, the factors causing the dissatisfaction & suggestions to improve them.

- (a) State a problem background to justify the conduction of research in this specific topic. (05 Marks)
- (b) What are the research questions and objectives that can be raised and formulated respectively based on this study? (05 Marks)
- (c) Formulate a conceptual model and propose possible hypotheses. (05 Marks)
- (d) Suggest a sampling framework and sampling method that could be applied for and state the advantages and disadvantages of the sampling method that you have proposed. (05 Marks)

(Total Marks 20)

- Q2)**
- (a) Explain the concept of research through “**Research Onion**”. (07 Marks)
 - (b) Why it is important to do a **Literature Review** and what are benefits a researcher could get through this undertaking. (06 Marks)
 - (c) What are the **ethical principles** the researcher should follow when conducting a research? (05 Marks)

(Total Marks 18)

- Q3)**
- (a) What are the **steps** that you can identify in the **research process** and briefly give a descriptions for those? (07 Marks)
 - (b) Explain the role played by **conceptualization** and give reasons why there should be an **operationalization** for the concepts taken in the research? (07 Marks)

- (c) What are the **scales** that are available to construct a questionnaire and specify with examples how they are different from each other (08 Marks)

(Total Marks 22)

Q4) (a) What are the different types of **probability sampling methods** that you can identify and describe them with their specialties?

(07 Marks)

(b) **Secondary data** collection are cost effective than **primary**, is it enough to decide the data collection method, give your interpretation based on the nature of these methods and the pros and cons associated.

(06 Marks)

(c) What do you mean by **Univariate, Bivariate and Multivariate analyses** and identify the **statistical measures** under these three.

(07 Marks)

(Total Marks 20)

Q5) (a) What are the different **types of questionnaires** used in the primary data collection, and briefly describe on those types.

(06 Marks)

(b) What are the various **manual styles** available, very specially for citing references?

(04 Marks)

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

(05 Marks)

(d) What is **Unit of Analysis**? What are the different levels available?

(05 Marks)

(Total Marks 20)