

**EASTERN UNIVERSITY, SRI LANKA**

**Faculty of Commerce and Management**

**Third Year/Second Examination in Business Administration in Bachelor of Business Administration – 2011/2012 (Specialization in Marketing Management and Human**

**Resource Management)**

**(August/September 2014)**

**(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

- 1) a) Read the following abstract and then provide information for the followings
- (a) Identify the population of interest
  - (b) Identify the variables
  - (c) Construct research questions that could be a guide for this study along with research objectives
  - (d) Formulate a conceptual model
  - (e) Construct hypothesis

(16 Marks)

**Teachers: emotional intelligence, job satisfaction, and organizational commitment**

**Abstract:**

*Purpose* – The purpose of this study is to investigate the relationship between emotional intelligence and job satisfaction, between emotional intelligence and organizational commitment, and between job satisfaction and organizational commitment among high-school English teachers. Furthermore, the study aims to examine the role of gender and age in emotional intelligence, job satisfaction and organizational commitment.

*Design/methodology/approach* – The participants were selected by proportional stratified sampling and simple random selection. This study adopted a survey research design that utilized an ex post facto research type in which the researcher used questionnaires to collect data from the respondents.

*Findings* – The results of the study indicate that there is a positive significant relationship between emotional intelligence and job satisfaction, between emotional intelligence and organizational commitment, and between job satisfaction and organizational commitment. It was also found there is no significant difference among high-school English teachers of different genders and ages concerning their job satisfaction and organizational commitment. Concerning emotional intelligence, the findings in this study provide support for the existence of differences, with females reporting higher emotional intelligence, but the results show no significant differences among the participants.

*Originality/value* – The present study gains significance as the results can assist the teaching organizations in enhancing the job satisfaction and organizational commitment of teachers, thus stemming the tide of high turnover in the teaching profession.

b) What are the various **manual styles** available very specially for citing references and sources? Give information needed for citations.

(Total 2)

Q2) a) "Defining the problem is perhaps more critical in the research process than the problem itself or finding answers for research questions". Examine this statement with a critical view.

b) Carrying out a research involves **extensive activities** within it, brief out the activities involved in the research process.

c) What is the difference between **research methods** and **research methodology**? Explain with examples.

(Total 1)

Q3) a) What do each of the following terms mean: population; probability sampling; non-probability sampling; sampling framework and representative sample?

b) Data Analysis could be done as univariate, bivariate and multivariate. What are the types of analyses that could be carried out for the above and state the reasons for applications.



c) What are the ways to establish the reliability and validity of measurements? Briefly describe them. (06 Marks)

**(Total 22 Marks)**

a) Describe about 'Ontology', 'epidemiology' and 'methodology' and give reasons for understanding the "Research Onion". (08 Marks)

b) What is "Multicollinearity" and what are the tests that could be applied to find-out whether there is a Multicollinearity problem. (06 Marks)

c) Describe about the components that have to be included in the research proposal. (06 Marks)

**(Total 20 Marks)**

a) What are the **purpose** of doing a **literature review** and state the **activities** that have to be undertaken for this process? (05 Marks)

b) Why is **measurement** important for the quantitative research? What are the **measurement scales** available and how they are different from each other? (08 Marks)

c) What are the different **types** of **questionnaires** used in the primary data collection, and briefly describe on those types. (05 Marks)

**(Total 18 Marks)**