

22 APR 2012
Eastern University, Sri Lanka

EASTERN UNIVERSITY, SRI LANKA
Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business Administration-
2009/2010(January/February 2012)

(Proper/Repeat)

MGT 3063 Research Methodology in Business Administration

Answer (5) all questions

3 hours

The Use of internal and world-of-mouth recruitment methods

A few years ago Mark and Phil thought it would be fun to work together on a piece of research. They also hoped it would benefit their continuing development as researchers. Mark's research background (strength) has its origins in the recruitment and subsequent mobility of labour. His research method skills emphasize the quantitative approach although he had undertaken a variety of qualitative research projects. Phil's strengths is as a mainstream HRM academic with a bias towards understanding the processes of everyday HRM. His research methods skills are mainly qualitative. Unlike many students their research area was one in which they were aware of the literature.

However, despite this, they were in a similar situation to many students. They wanted to undertake a new piece of work which would excite them and be of some practical benefit to organization. In the early 1990s Mark had carried out a survey of recruitment methods used by local authority employers. This had built on and developed research he had undertaken as part of his doctoral thesis approximately 10 years earlier. While discussing the findings in the coffee shop Phil agreed to take a more detailed look to see whether there was anything of practical significance for managers. During discussion a few weeks later an issue which they felt was fascinating emerged. Throughout the previous decade there appeared to have been a dominance of internal and word-of-mouth recruitment. Internal recruitment is where recruitment is restricted to an organization's existing employees. Word of mouth is where recruitment relies on the organization's existing employees to tell other people in their social networks about the vacancies.

Through their discussion Phil and mark developed a clear research idea which was in both their areas of academic strength. This was concerned with explaining why, given the centrality of equal opportunities to local authorities' recruitment, internal and word-of-mouth forms of recruitment were so dominant. They felt this idea was fascinating because, on the face of it, both forms of recruitment were alien to the principle of equal opportunities. Quantitative evidence from Mark's survey showed that the phenomena of internal and word-of-mouth recruitment were dominant. Mark's experience of working in local authorities supported this. They now needed to refine the idea, to develop a clear research question and objectives and to write their research proposal. They adopted what we felt was a rational process. They both drafted outline proposals simultaneously and criticised each other's work.

This led to an outline proposal which integrated their ideas and encompassed questions and objectives.

Next they reviewed the literature to establish what work had been done on this recruitment. The overall conclusion from the empirical research, undertaken in all sectors of the economy, was that word-of-mouth and internal recruitment methods were still important. However, none of this work concentrated on local authorities. Moreover, they thought that awareness of the importance of equal opportunities would have grown since the time the research was conducted. Their research proposal still seemed valid and the literature confirmed its relevance. In addition reading the literature has suggested possible research questions. However, they still needed to discuss their proposal with other people.

The first discussion was with an equal opportunities officer with a London borough. He was not excited by their research idea and commented that he was not surprised by the findings. These he said were due to the need to re-deploy people who would otherwise be made redundant. The second discussion was with a personnel specialist from a large authority. Her response can be paraphrased as 'well what do you expect...the pay for these positions is relatively low so there are few applicants..we therefore have to rely on word of mouth'.

Mark and Phil were, to say the least, depressed. They thought they had a fascinating research question. Yet the first two people they had discussed their ideas with had shown that the answer was obvious. They had spent a great deal of time refining their research proposal in searching the literature. Their immediate reaction was to abandon the research completely. However few days later they decided to revise their research ideas. They decided to focus on the local authorities' and equal opportunities perspectives and focus on the non-traditional channels used by employers. Their revised research question was 'Why do organisations use word of mouth recruitment'?

Q1.

- (i) Do you think that Mark and Phil had a good reason for choose their research topic? Give reason for your answer.
(8 Marks)
- (ii) Draft the appropriate research questions for Mark and Phil idea as described in the first two paragraph in the case study?
(6 Marks)
- (ii) What lessons can you learn from Phil and Mark's experience? What type of research qualities they have possessed?
(8 Marks)
- (iii) In this case what type of data collection method they have used? And how you could outline of a Literature Review to this research?
(6 Marks)

(Total 28 Marks)

1 r2.

The assessment of comprehension skills and development of a programme for enhancing comprehension skills for fourth grade students”.

ased on the above research topic

(a) How you can formulate the problem statement?

(b) Write at least three research questions based on the above research topic

(6 Marks)

Briefly explain the research process?

(5Marks)

Draw the model of inductive, deductive approach in research and explicate the difference between these two approaches?

(7Marks)

(Total 18 Marks)

3.

To maintains validity and reliability survey questions and statements should be In proper order.”

(a) Demonstrate the importance of validity and reliability in research and describe the factors that affecting the reliability of research instrument?

(5Marks)

(b) Explain what type of consideration important on questions wording?

(4Marks)

2. (a) Outline the model of types of research design

(3Marks)

(b) In briefly explain **number of contact's** components with the help of appropriate research title?

(3Marks)

(c) Does experimental design possible to carry out for your undergraduate research work? Why? Give the reason for your answer?

(3Marks)

(Total 18 Marks)

Q4.

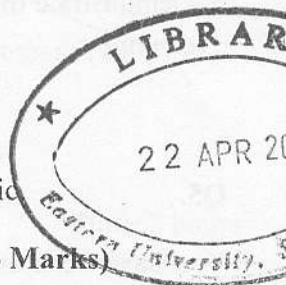
“Scales are used in showing the degree, magnitude or difference of the thing or person when it is determined in terms of views of people”.

1. According to the Kumar, 2006:67 and Babbie, how they divide the type of measurement scales. Explain with the suitable illustrations.

(5 Marks)

2. How research methods differ from the research methodology?

(3 Marks)



3. Summarize the layout of thesis based on your University guideline?

(6 Marks)

3. Demonstrate the difference between the Quantitative and Qualitative research with suitable examples.

(4Marks)

(Total 18 Marks)

Q5.

You have been asked to undertake a survey of resident's opinions regarding the siting of a new supermarket in an inner city suburban (estimated population 111376 at the last census). The age and gender distribution of the catchment population at the last census is listed below.

	Age group							
Gender	0-4	5-15	16-19	20-29	30-44	45-59/64*	60/64#-74	75+
Males	3498	7106	4884	7656	9812	72892	4972	2684
Females	3461	6923	6952	9460	8152	9152	9284	4488
*59 Females , 64 males,#60 females,65 males								

1. (a) Plan a quota for a quota sample using these data

(8Marks)

(b) What other data would you like to include overcoming likely variations between groups in their availability for interview and replicating the total population more precisely? Give reasons for your answer.

(6Marks)

2. Exhibit the types of reference/ bibliography list and point out the distinction between the reference and bibliography

(4Marks)

(Total 18 Marks)