

Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year-First Semester Examination in Business Administration, 2009/2010

(Dec'2010)(Proper)

MGT 4142 Research Methodology in Business Administration

Answer All Questions

Time: 02 Hours

1. (a) Explain the meaning of the term "Research" citing some definitions given by scholars?
- (b) As a General Manager in a firm, how do you apply "Research Methodology" as a technique for solving problems in the field of Business Management?
- (c) Briefly explain the differences between "Qualitative Research" and "Quantitative Research".

(20 Marks)

2. (a) Explain the terms " Study Population" and " Subject Area" in relation to research problem.
- (b) State five well defined research problems in the field of Business Administration.
- (c) Explain with examples how you would formulate "Research Questions" and "Research Objectives".

(20 Marks)

3. (a) Explain the process of "Conceptualization" and "Operationalization".
- (b) Explain the different types of variables which can be identified in a "Cause and Effect" study.
- (c) From the following case, identify a research problem, develop a conceptual frame work, and formulate at least four hypotheses:

Morale of Employees in Haines

The manager of Haines Company observes that the morale of employees in Haines Company is low. He thinks that if their working conditions are improved, pay scales raised, and the vacation benefits made attractive, the morale will be boosted. He doubts, however, if an increase of pay scales would raise the morale of all employees. His conjecture is that those that have supplemental incomes will just not be "turned on" by higher pay, and only those without side incomes will be happy with increased pay with resultant boost of morale.

(20 Marks)

4. (a) What do you understand by the term "Control of Variance"?
- (b) Describe the "Control Group" study design.
- (c) A foreman thinks that the low efficiency of the machine tool operators is directly linked to the high level of fumes emitted in the workshop. He would like to prove this to his supervisor through a research study.
- (i) Would this be a causal or a correlational study? Why?
- (ii) Is this an exploratory, descriptive, or hypothesis-testing (analytical or predictive) study? Why?

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- (iii) What kind of a study would this be: field study, lab experiment, or field experiment? Why?
- (iv) What would be the unit of analysis? Why?
- (v) Would this be a cross-sectional or a longitudinal study? Why?

(20 Marks)

- (a) Explain the 'Stratified Random Sampling method'.
- (b) Briefly describe five methods of data presentation.
- (c) Briefly state the three areas of statistics used for data analysis.

(20 Marks)