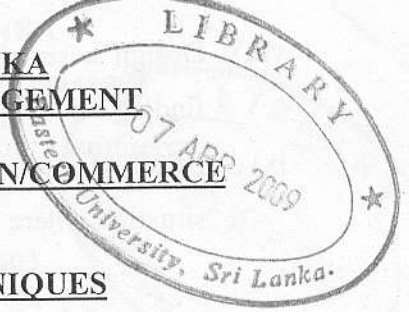


EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
SPECIAL EXAMINATION IN
BACHELOR OF BUSINESS ADMINISTRATION/COMMERCE
2007/08 (DEC/JAN 2008/09)



OCM 1022 – SOCIAL SURVEY TECHNIQUES

Answer all questions

Time: 02 hours

- Q1. i) In your own words, explain the meaning of Social Survey. (04 marks)
- ii) Why is social survey important for the public sector in Sri Lanka? (05 marks)
- iii) List the important components of a survey design. (05 marks)
- iv) Distinguish between Research method and Research methodology. (05 marks)
- v) What is meant by Literature Review? (02 marks)
- vi) Describe the important roles of related Literature Survey. (04 marks)
- vii) What is the SPSS menu sequence for requesting multiple linear regression? (05 marks)
- (Total 30 marks)**

- Q2 A Manager finds that the more workers are satisfied with their jobs the more favourable labour – management relationship is in the firm. However, she also observes that union leaders with contaminated objectives will not allow labour – management relationship to become favourable even though workers are satisfied with their jobs.
- i) Suggest an appropriate title for the above study. (03 marks)
- ii) List and label the variables in the above situation. (03 marks)
- iii) Develop two research questions. (03 marks)
- iv) What might be the problem statement or problem definition for the situation? (04 marks)
- v) Formulate two hypotheses. (05 marks)
- vi) Draw a schematic diagram (model) showing the relationship among the variables. (05 marks)
- vii) Suggest and construct a suitable scale of measure for the relevant variables. (04 marks)

- viii) Design a suitable questionnaire containing not more than ten (10) questions finding out the job satisfaction of the workers (10 marks)
- ix) Briefly discuss how you would deal with non-response which is likely to occur situation where mailed questionnaires have been used. (03 marks)

(Total 40 marks)

- Q3 i) Define the terms "Conceptualization" and "Operationalisation". (10 marks)
- ii) What is the relationship between Conceptualization and Operationalisation? Briefly and distinctly describe how a Concepts is operationalised. (10 marks)
- iii) "Operationally defining a concept consists of delineating the reasons and antecedents of the concepts." Do you agree or not? Why? (10 marks)

(Total 30 marks)