

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Business

Administration Honours - 2021/2022

(August/September 2024 (Proper/Repeat))

MGT 3103 Research Methods in Business Administration

Answer all five (05) questions

Time: 03 hours

- Q1** Read the following abstract of a research on “Factors influencing Organizational Performance in Metro Specialist Hospital, Sungai Petani” and answer the questions given below.

Abstract

Organizations are commonly defined as instruments of propose. They are seen as coordinated by intentions and goals. Organizational performances in this way typically devote little attention to complications of using such formulation to characterize that the casual of performance phenomena. This study had concentrated on factor influencing organizational performance at Metro Specialist Hospital (MSH). The aims of the study are to examine the performance of the company and the most significant factors that influence the performance of MSH.

The researcher had analyzed four factors that influence organizational performance which are staff motivation, working environment, training and skill, and management involvement. A total of 100 questionnaires were distributed to 100 staffs at MSH by hand and only 82 questionnaires were returned for analysis. The data had been analyzing by using Statistic Package for Social Sciences (SPSS). Research findings revealed there was significant relationship between working environment, training and skill, and management involvement with organizational performance. The multiple regression results had shown that the independent variables which are training and skill, and management involvement are significant predictors for organizational performance.

- a.) State a problem background to justify the conduction of research in this specific research topic.

(06 Marks)

- b.) What are the research questions and objectives that can be raised and formulated respectively based on this study?

(06 Marks)

- c) Formulate a conceptual framework for this study. (06 Marks)
- d.) Based on the conclusion in this abstract, what are the hypotheses that would have been formulated by the researcher? (06 Marks)
- (Total Marks 24)

Q2

- a.) *"A research scholar has to work as a judge and drive the truth and not as a pleader who is only eager to prove his/her case in favour of his/her plaintiff."*

Based on this statement, define the term "Research" and explain the systematic steps that are needed to carry out a research. (07 Marks)

- b.) Identify and briefly explain the various types of research. (08 Marks)
- c.) *"The purpose of research is to discover answers to questions through the application of scientific procedures."*

Based on the above statement, briefly explain the characteristics of high quality research. (05 Marks)

(Total Marks 20)

- Q3** a.) *"A research problem refers to some difficulty that a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same."*

Based on the above statement, list and briefly explain the considerations in selecting a research problem. (07 Marks)

- b.) *"A research study can ask many types of questions."*

In view of the above statement, list and explain the different types of research questions with appropriate examples. (08 Marks)

- c.) *“Research design is needed because it facilitates the smooth sailing of the various research operations.”*

Define the term “Research design” and explain the features of a good research design.

(05 Marks)

(Total Marks 20)

- Q4 a.) *“Most methods of data collection can be used in both qualitative and quantitative research.”*

Based on the above information, define and differentiate qualitative and quantitative methods of data collection.

(06 Marks)

- b.) *“A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.”*

Considering the above statement, explain the different types of sampling methods used in research.

(06 Marks)

- c.) List and explain the advantages and disadvantages of secondary data.

(08 Marks)

(Total Marks 20)

- Q5 a.) *“Measurement is the process of assigning numbers or labels to objects, persons, states, or events in accordance with specific rules to represent quantities or qualities of attributes.”*

Based on the above statement, explain the Common Response Formats.

(10 Marks)

- b.) *“Measurement should be precise and unambiguous in an ideal research study. Sound measurement must meet the tests of three major considerations”*

Based on the above statement, list and explain the three major considerations one should use in evaluating a measurement tool.

(06 Marks)

(Total Marks 16)