

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business

Administration/Specialization in Human Resource Management -2016/2017

(June/July 2019)

(Proper/Repeat)

HRM 3063: Research Methodology in Human Resource Management

Answer all five (05) questions

Time: 03 hours

- Q1. Read the following abstract of a research on “The Factors affecting work life balance of married working women: with special reference to Bank of Ceylon head office, Sri Lanka.” and answer the questions given below.

Abstract:

Work life balance (WLB) is one of the biggest challenges in many females' life. It is one of the major determinants of employee performance and productivity in many organizations since many organizations have higher number of female employees. Helping women to balance their family and professional life is very essential and important for obtaining maximum contribution from female employees towards organizational goals. The objective of this study is to identify factors affecting work life balance of married working women in banking sector and this study focuses on Bank of Ceylon head office. The total married working women in the bank of Ceylon head office is 320 employees, out of that married female employees who have at least one child below 15 years old not known therefore the study used the snowball sampling techniques to collect the data and to select 32 head office married female employees who have at least one child below 15 years old. They are in the grades of managerial and executive level where the response rate was 100%. Reliability test have been done. Pearson correlation has been used to identify the relationship between the factors and work life balance of married working women. Findings of the study indicate that there is a positive relationship between work life balance factors (child care, working hours, and support system) and work life balance of married working women at the significant

level 0.01. At the end of the study, researcher come to a conclusion, at the correlation analysis there is a significant combined relationship between care, working hours, supportive network and work life balance of married women.

Questions;

- a.) Identify the research problem for the above abstract and state the rationale and your explanation.
- b.) What are the research questions and objectives that can be raised and formulated respectively based on this study?
- c.) Construct the conceptual framework for this study.
- d.) Based on the conclusion in this abstract what are the hypotheses that would be formulated by the researcher?

Q2)

- a.) *“Research is systematic inquiry designed to further our knowledge and understanding of a subject.”*

Based on this statement define the term “Research” and explain the systematic steps that are logical in order.

- b.) *Identify and briefly explain the various types of research*
- 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.

- 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.

(07Marks)

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

In view of the above statement, list and explain the different types of research question with appropriate examples.

(08Marks)

- 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.

(05Marks)

(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.

(06Marks)

- b.) *"The primary data are those which are collected afresh and for the first time, and thus happen to be original in character."*

Considering the above statement, list and explain the major primary data collection methods with appropriate example.

(08Marks)

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

(08Marks)

(Total Marks 22)

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"*
Sound measurement must meet the tests of three major considerations"

Based on the above statement, list and explain the three major considerations that should be used in evaluating a measurement tool.

(06)

(Total Ma