



Faculty of Commerce and Management

Third Year – Second Semester Examination in BBA (special) in Marketing Management (2010/11)

May/June 2013 -

MKT 3073 Research Methodology in Marketing Management

Answer all questions.

Time: 3 hours

Q1. A study was conducted on whether the contribution of Internal (IOE) and/or External (EOE) Organisational Environments is meaningful in creating the Employee Psychological Empowerment (EPE). Assume that the method of analyses of this study is appropriate. The following results are obtained in relation to the variables.

a) Correlation Analyses

(i) Correlations between variables

Variable	IOE	EOE
EPE	0.345**	0.290**

** = Significant at the 1% level

(ii) Correlations between EPE and dimensions of IOE.

Dimensions of IOE	Correlation Coefficient	Significance of p-value
Compensation	0.281	0.000
Work condition	0.033	0.538
Promotion	0.181	0.001
Job security	0.200	0.000
Health and safety	0.159	0.003
Resource adequacy	0.175	0.001
Job time	0.201	0.000
Employee relations	0.163	0.003
Supervisor support	0.323	0.000

(iii) Correlations between EPE and dimensions of EOE

Dimensions of EOE	Correlation Coefficient	Significance of p-value
Community perception	0.376	0.000
Government support	0.187	0.001
Media sensationalism	0.096	0.177

b) Regression Analyses

Considering all the dimensions of independent variables,

(i) the regression of EPE on IOE and EOE is:

$$EPE_i = 2.147 + 0.292 (IOE_i) + 0.259 (EOE_i) + U_i$$

(ii) the regression of EPE on IOE is:

$$EPE_i = 2.717 + 0.362 (IOE_i) + U_i$$

(iii) the regression of EPE on IOE is:

$$EPE_i = 2.713 + 0.384 (EOE_i) + U_i$$

Note that $i = i^{\text{th}}$ observation measured with Likert's scale and $U =$ error and all coefficient estimates are significant at the 5% level. As the regression coefficient of EOE (0.384) is higher than that of IOE (0.362), the study concludes that the contribution of EOE is comparatively higher than that of IOE.

Required: Do you agree with the findings of this study? and explain why?

(20 marks)

- Q2. (a) What do you mean by inductive research and deductive research? (04 marks)
(b) Why is conceptualization important to a study? (04 marks)
(c) How does the review of literature help the conceptualisation of the study? (04 marks)
(d) What do you mean by a mind-map of a research? (04 marks)
(e) How does a mind-map help a study? (04 marks)
- Q3. (a) Why do social science studies mostly focus on alternative hypothesis with respect to relationship variables? (06 marks)
(b) How does a hypothesis facilitate a study? (06 marks)
(c) What is low level of multicollinearity between two independent variables? (04 marks)
(d) High level of multicollinearity arises, when two variables are perceived by a respondent in a similar context. Using variance inflation factor (VIF), you are required to formulate null and alternative hypotheses to make decision on respondents' perception/ understanding on two independent variables. (04 marks)
- Q4. (a) How does structured approach of data collection facilitate a study? (06 marks)
(b) Explain in brief the following data collection tools.
1. Participatory data collection
2. Available data
3. Expert judgement
4. Devil's advocate (08 marks)
(c) You are given a spreadsheet in Excel that consists of 1000 names of respondents with their income level. You need to select 10% of the sample respondents, using systematic random sampling technique. You are required to explain the process of selecting the respondents for sampling. (06 marks)
- Q5. (a) How does a study be contaminated? (08 marks)
(b) How can a study explore its significance? (06 marks)
(c) Compare and distinguish qualitative and quantitative data analyses. (06 marks)