

Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year - First Semester Examination in Bachelor of Business Administration

(Specialization in Human Resources Management) 2009/10

Proper/ Special Repeat (August, 2011)

HRM 4133 Research Methods in Human Resource Management

Answer all questions

Time: Three hours



Case study: Sonic Restaurant- Dealing With Targeting The Hispanic Community

For many companies, marketing to the Hispanic community has proven to be very challenging. Sonic drive-in is one of these companies that are currently exploring the ways to target this group. Because there are so many different cultures within the Hispanic community, researchers have found it very difficult to target this group as a whole. Many companies don't believe Latino's to be a viable target and they don't want to spend the time or money trying to research this community. The companies that have explored this target market have had to figure out what approaches or appeals should be used and what strategies should be used in creating long-term relationships with this target group. Sonic drive-in is among one of the companies currently researching the ways to target the Hispanic community and creating the long-term relationship with them. Figuring out where to begin is the problem Sonic is currently facing with targeting this group.

The purpose of this report is to investigate how viable it is to target the Hispanic community and what approaches should be used. In this report, we will explore the Hispanic culture in the United States and try to prove how important it is to target this community due to the rapid growth of population. Since the Hispanic community has never been considered a viable target, we tend to research this group and prove how influential this group is.

- 1) Identify and define the research problem in this case study.
- 2) What are research objectives do you formulate in this case study?
- 3) Identify research methodology for collecting the data in this research.
- 4) What are the recommendations will you propose for identifying target groups in this case study?

(24 Marks)

a. What do you understand by the term "Research"? (04 Marks)

b. What are the items which should be included in the Research Proposal? Explain them (09 Marks)

c. Define the following terms

- i. Social Science Research
- ii. Theoretical Frameworks

(06 Marks)

(19 Marks)

03.

- a. How do you differentiate "Management Problems from Research problems"? Give examples
(07 Marks)
- b. 'Focus group discussion is more appropriate tool to collect data for qualitative Research'
Do you agree? Justify.
(06 Marks)
- c. Write short notes on the following
i. Grounded Theory ii. Hypothesis
(06 Marks)

(19 Marks)

04.

- a. What are the methods of data analysis? Briefly describe one of them
- b. Distinguish between "Validity" and "Reliability", and explain the importance of these two concepts in scientific research
- c. State the different types of sampling techniques and briefly explain one of them.

(05 Marks)

(06 Marks)

(08 Marks)

(19 Marks)

05.

Road accidents are high in Sri Lanka. As a researcher investigating this issue, answer following:

- a. What is the basic approach to research that you would adopt in investigating this issue & why?
(04 Marks)
- b. What instruments would you use to collect information?
(04 Marks)
- c. How would you identify the persons to be interviewed and what would be the sampling technique and sample size?
(04 Marks)
- d. How would you record and analyze the data?
(03 Marks)
- e. At what stage in the research process would a literature review be useful?
(04 Marks)

(06 Marks)