

Eastern University, Sri Lanka

Faculty of Commerce and Management

Second Year First Semester Examination in Master of Business Administration-
2016-2018 (September 2018)

MBA 2013 – Research Methods in Management

Answer All Questions

Time Allowed: 03 Hours

1. (a) Research is a process for collecting, analysing and interpreting information to answer questions. But to qualify as research, the process must have certain characteristics. Explain such characteristics.
(5 Marks)
- (b) Describe two researchable issues in the field of business administration among business organizations.
(5 Marks)
- (c) Describe the research process applied in social science researches with diagrammatic presentation.
(5 Marks)
- (d) Distinguish between “Descriptive Researches” and “Explanatory Researches”.
(5 Marks)
- (Total 20 Marks)
2. (a) Every research study has two aspects: the people who provide you with the *‘study population’*, whereas the other three Ps furnish the *‘subject areas’*. Describe this by citing examples in the field of your of interest.
(5 Marks)
- (b) When selecting a research problem or topic there are a number of considerations to keep in mind which will help to ensure that your study will be manageable and that you remain motivated. Explain such considerations.
(5 Marks)

(c) If a researcher does not know what specific research topic, idea, questions or issue he/she wants to research first he/she must go through some steps to identify research problems. Briefly explain such steps with examples in the field of your interest.

(5 Marks)

(d) The literature review is an integral part of the research process and makes a valuable contribution to almost every operational step. There are four steps involved in conducting a literature review. Briefly explain the four steps.

(5 Marks)

(Total 20 Marks)

3. (a) "Measurability is the main attribute that makes difference between a concept and a variable". Explain this statement.

(5 Marks)

(b) If you are using a concept in your research study, you need to consider its operationalization, that is, how it will be measured. Explain operationalization of concept using examples in the field of your interest.

(5 Marks)

(c) In studies that attempt to investigate a causal relationship or association, four sets of variables may be identified by a researcher. Explain such variables using diagram and examples in the field of business administration.

(5 Marks)

(d) The theory of scale types proposed in 1946 by S S Stevens focused on nominal, ordinal, interval, and ratio scales of measurement. Briefly explain the four types of measurement scales.

(5 Marks)

(Total 20 Marks)

4. (a) A research design should detail for you, your supervisor and other readers all the procedures you plan to use and the tasks you are going to perform to obtain answers to your research questions. Briefly explain such procedures items.

(5 Marks)

(b) A before-and-after design can be described as two sets of cross-sectional data collection points on the same population to find out the change in the phenomenon or variable(s) between two points in time. Write five examples of research titles in the field of business administration which can be studied under the before-and-after study design.

(5 Marks)

(c) The concept of appropriateness and accuracy as applied to a research process is called validity. There are many types of validity in quantitative researches. Briefly explain such types of validity.

(5 Marks)

(d) Observation is one way to collect primary data. There are many situations in which observation becomes as the most appropriate method of data collection for business researches. Discuss such situations for the researches in the field of business administration.

(5 Marks)

(Total 20 Marks)

5. (a) Illustrate with an example the procedures that a researcher should adopt in designing a data collection instrument using *Five Point Likert* scaled questionnaire.

(5 Marks)

(b) In stratified random sampling the researcher attempts to stratify the population in such a way that the population within a stratum is homogeneous with respect to the characteristic on the basis of which it is

being stratified. Illustrate schematically the procedure for selecting a stratified sample using an example.

- (c) Broadly, there are four ways of communicating and displaying the analysed data. These are: text, tables, graphs, and statistical measures. Briefly explain those methods.

(5 Marks)

- (d) A research proposal should outline the various tasks you plan to undertake to fulfil your research objectives, test hypotheses (if any) or obtain answers to your research questions. Briefly explain the information to be contained in a research proposal.

(5 Marks)

(Total 20 Marks)