

**EASTERN UNIVERSITY, SRI LANKA**

**Faculty of Commerce and Management**

**Third Year/ Second Semester Examination in Bachelor of Business**

**Administration/BBA (Specialization in HRM)-2014/2015**

**(August 2017)**

**(Proper/Repeat)**

**MGT3063: Research Methodology in Business Administration**

**HRM 3063: Research Methodology in Human Resources Management**

Answer all five (05) questions

**Time: 03 hours**

1) Read the following abstract of a research on “Effect of motivational strategies on employee job satisfaction: study of public universities in south Eastern Kenya region” and then answer the questions that follow.

**Abstract**

This study examined the influence of training and development, recognition and reward, working environment and leadership in Public Universities in the South Eastern Kenya Region. The study adopted descriptive research design where data was collected from three Public Universities namely; South Eastern Kenya University, Kenyatta University (Kitui Campus) and Machakos University College. Respondents were sampled through convenience sampling technique. A pilot study was conducted in order to validate the research instruments. Data was collected using a self-administered questionnaire and analyzed using descriptive statistics. The study targeted 158 management employees from public Universities in South Eastern Kenya Region (SEKR) out of which 123 management employees responded. The study concluded that through the training and development the employees’ satisfaction and performance had improved. The training and development was in personal development, creativity and innovativeness strategies and motivational training. The reward systems employed as a strategy to motivate the employees included; pay rise, recognition, benefits and incentives respectively.

The recognition and reward was a strategic motivational strategy that public Universities in South Eastern Kenya Region had adopted to spur its employee job satisfaction, improve

employee productivity and to enhance employee retention. The good working conditions improved communication and reduced conflict. Thus the initiatives to improve working condition adopted by public Universities in South Eastern Kenya Region enhanced employee job satisfaction to a very great extent. The leadership of the institution affected job satisfaction to a great extent. Therefore, leadership was critical in enhancing employee job satisfaction. The study recommends that the management of public Universities in South Eastern Kenya Region should adopt a hybrid approach of motivational strategies to enhance employee job satisfaction. The management of public Universities should continuously evaluate the motivational strategies and undertake the necessary corrective measures. The management should conduct a research on the motivational strategies being implemented.

- i. What is the aim of the research described by the abstract?  
(04 Marks)
  - ii. Define the term **Pilot study**. What are the reasons to employ a pilot study?  
(04 Marks)
  - iii. Develop the **research questions** that could have guided this study.  
(04 Marks)
  - iv. Construct the **conceptual framework** for this study.  
(04 Marks)
  - v. Describe the **convenience sampling** method and **Pros and Cons of Convenience Sampling** by the knowledge you have on research.  
(04 Marks)
- Q2)**
- i. The research process consists of a number of closely related activities. What are the various steps involved in **research process**?  
(07 Marks)
  - ii. *“Research methodology is a way to systematically solve the problem. It may be understood as a science of studying how research is done, scientifically. It is necessary for the researcher to know not only the research methods/techniques but also the methodology”.*  
Based on the above statements, differentiate **research techniques** from **research methods**.  
(06 Marks)

iii. Conceptualize a research study, can ask many types of questions. Discuss the types of research questions.

(07 Marks)

(20 Marks)

i. Steps for writing a **Literature Review** implies Planning, Reading, Analyzing, Drafting and Revising. Discuss it.

(06 Marks)

ii. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure."

Based on the above statement, discuss the **components of research design.**

(06 Marks)

iii. Write short notes on the following:

a) Explanatory and exploratory research

b) Contrived and Non contrived

(08Marks)

(20 Marks)

i. "There are several ways of collecting the appropriate data which differ considerably in context of money costs, time and other resources at the disposal of the researcher."

Based on the above statement, discuss in detail the various **methods of data collection** along with their **advantages and disadvantages?**

(07 Marks)

ii. What are the **roles** the researcher plays in **observation** and what are the factors that will determine the **choice of participant observer role.**

(07 Marks)

iii. Compare and contrast **Ordinal** and **Ratio** scales and give what are the **statistical measures** that could be applied for Ordinal and Ratio scales.

(06 Marks)

(20 Marks)

- Q5) i. *"Sound measurement must meet the tests of validity, reliability and practicality. In fact, these are the three major considerations one should use in evaluating a measurement tool."*

Based on the above statement, explain the different measures of **reliability** and **validity**.

(07 Marks)

- ii. What is **descriptive method** of data analysis? Compare it with **inferential method**.

(06 Marks)

- iii. *"A hypothesis is a proposition in testable form and predicts a particular relationship between two or more variables."*

Based on the above statement, explain the **Functions of Hypotheses**. Differentiate **Research Hypotheses** and **Statistical Hypotheses**.

(07 Marks)

(20 Marks)