

**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 3000 Level Second****Semester End Examination (March/April 2021)****Academic Year 2019/2020****HRM 32433: Research Methodology**

The question paper contains five (05) questions

Duration: 03 Hours

Answer all questions.

1. "First two steps of the business research tend to transform the broad problem into researchable topic for investigation through primary research".

- I. Explain with an appropriate example how primary research should be conducted?

(07 Marks)

- II. Discuss three key criteria which can be used to assess the quality of a problem statement.

(07 Marks)

(Total Marks 14)

2. "ABC Company" has observed that more than 50% of operational level employees do not use the recently implemented computerized Human Resource Information System (HRIS). Further, Management found that this lack of usage of HRIS leads to lower down the quality of the HR services delivery, decline the efficiency and fail to realize the expected outcomes of the significant investment made on HRIS implementation. Moreover, they believed that this behavior eventually leads to lower down the performance of the HR department.

Thus, the management has decided to conduct a research to identify the key factors of determining the HRIS usage among operational employees. Initially, the research team conducted a literature review on this phenomenon and found that several factors may influence on HRIS usage. They are ease of use of the HRIS, usefulness of HRIS, and Information communication Technology (ICT) knowledge of employees.

Assuming that you are the in charge in this research project answer the following questions.

- I. What do you mean by research problem? What is the research problem of this study?
(03 Marks)
 - II. Formulate the research question for this study?
(01 Mark)
 - III. What do you mean by conceptual framework? Develop the conceptual frameworks/research model for this study.
(03 Marks)
 - IV. What do you mean by a hypothesis? Formulate 3 hypotheses for this study.
(03 Marks)
 - V. What do you mean by dependent and independent variables? List out the dependent and independent variables of this study.
(04 Marks)
- (Total Marks 14)

3. An undergraduate student is involved in conducting research on the factors influence on organizational citizenship behavior (OCB) of the executive employees in the public banking sector in the southern province in Sri Lanka. He has already decided to conduct questionnaire survey to obtain primary data from the respondents. However, he has now struggled in choosing the most appropriate research design to implement his study. Based on your knowledge on research design, answer the following questions.

- I. What are the data sources can be used to conduct systematic literature review on this study?
(03 Marks)
 - II. Suggest the most appropriate measurement scales to be applied for measuring variables.
(03 Marks)
 - III. Discuss the most appropriate sampling method for this study.
(04 Marks)
 - IV. When preparing survey questionnaire, what rules of thumbs should be followed to minimize the measurement error and non-response bias.
(04 Marks)
- (Total Marks 14)

4. A manager believes that training program is directly linked to the high level of employee performance. He would like to prove this to his supervisor through a research study.

Considering the above scenario, answer the following questions with appropriate reasoning.

- I. What would be the unit of analysis? Why?
(02 Marks)
- II. Would this study be a causal or a correlational study? Why?
(04 Marks)

III. Would this be a cross-sectional or a longitudinal study? Why?

(04 Marks)

IV. What would be the most appropriate data collection method? Why?

(04 Marks)

(Total Marks 14)

5. Briefly explain the following concepts

I. Basic research and Applied research

II. Hallmarks of Scientific research

III. Deductive and Inductive reasoning

IV. Validity and Reliability

(Each carries 3.5 Marks)

(Total Marks 14)
