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**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 4000 Level Semester I**

**End Examination (February/ March 2021)**

**Academic Year 2019/2020**

**HRM 4141 - RESEARCH METHODOLOGY**

**Duration: Three hours**

**The Question Paper contains (Five) 05 questions.**

**Answer all the questions.**

(1) i. Define the term "Business Research".

(02 Marks)

ii. Briefly explain two types of Business Research.

(02 Marks)

iii. "The scientific method is a series of steps followed by scientific investigators to answer specific questions about the natural world".

What are these key components of scientific method in research? Explain.

(05 Marks)

iv. "Although there are clear differences between quantitative and qualitative research, there are similarities too."

Critically evaluate the above statement.

(05 Marks)

(Total 14 Marks)

(2). i. "The problem definition stage is perhaps more critical in the research process than the problem solution stage."

Do you agree with the above statement? Discuss with real example/s

(07 Marks)

ii. "Literature reviews play an important role as a foundation for all types of research."

Based on the above statement, explain the purpose of a literature review in the research process.

(05 Marks)

iii. One of your friends in your research group asks your guidance to find the different sources of literature review. In this regard, prepare a document assisting your friend.

(02 Marks)

(Total 14 Marks)

(3). i. "A research design is a step-by-step approach used by a researcher to conduct a scientific study".

Based on the above statement, briefly describe the elements of research designing.

(07 Marks)

ii. Explain the probability sampling and its importance.

(02 Marks)

iii. What are the main types of non- probability sampling techniques? Briefly explain.

(02 Marks)

iv. A researcher positions herself on a street corner and conducts a survey. She selects one person out of five who walks on the street. She continues doing this until she has a sample of 250.

Is it possible to have a representative sample? Explain your opinion in this regard?

(03 Marks)

(Total 14 Marks)

(4). A researcher focuses to conduct a quantitative study to identify and evaluate the influencing factors on employee performance in the context of Universities in Sri Lanka. Employee performance was investigated through literature reviews using both local and international contexts. Three key independent variables were identified as employee training, employee working condition, and employee financial rewards. Accordingly, you are required to answer the questions given below;

i. Develop at least two research questions for this study.

(02 Marks)

ii. Draw a diagram depicting the relationships among the variables of this study.

(02 Marks)

iii. Develop at least two specific research objectives for this study.

(02 Marks)

iv. Formulate at least two alternative directional hypotheses for this study.

(02 Marks)

v. What would be the sampling process for this study? Illustrate your answer.

(02 Marks)

vi. Considering the variables of this study, describe the scales that can be applied for data analysis.

(02 Marks)

vii. What are the most appropriate analytical tools that can be applied to examine the hypotheses of this study? Briefly explain.

(02 Marks)

(Total 14 Marks)

(5) Briefly explain the four (04) of followings.

- i. Purposes of the research proposal
- ii. Survey research vs Action research.
- iii. Open-Ended vs Closed-Ended Questions
- iv. Different types of Validity tests
- v. Cronbach's coefficient alpha value
- vi. Advantages and dis-advantages of primary data collection techniques
- vii. Different types of interviews conducted by qualitative researchers

(Each question carries 3.5 Marks)

(Total 14 Marks)

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