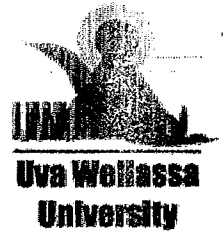


# Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management



**THIRD YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY -2017**

**EMG 324-2 Research Methodology**

### Instructions to candidates:

No. of pages	: Four (04)
No. of questions	: Two (02) in Part A Three (03) in Part B
Time	: Two (2) Hours
Marks allocated	: 100 Marks



### Part A

Answer all questions in Part A.

Total Marks for Part A - 50

1. The following are research highlights have taken from several studies.

- I. "Current global economic crisis seems to be especially hard for large companies. Therefore, SMEs are facing strong expectations for their role to be key players when economies will be recovering from the present global recession. Previous research has also widely investigated the firms' characteristics creating profitability. However, the results obtained are inconclusive or even contradictory. Consequently, many researchers have concluded that more research is needed in that area"
- II. "The most recent and encompassing studies on the relationship between various predictors and career success are mostly based on relatively selective US samples with a narrow range of occupations. Our study seeks to improve on these earlier studies. We analyze pooled cross-sectional data of China".
- III. "It has been widely noted in the literature that after decades of neglect, the concept of interest has been revived by investigators (Hidi, 1990; Krapp, 1999; Krapp, Hidi, & Renninger, 1992). Interest has a strong influence on individuals' cognitive and affective functioning (Ainley, 1998; Renninger, 2000; Renninger & Wozniak, 1985; Schiefele, 1996; Schiefele, Krapp, & Winteler, 1992). Whereas some motivational concepts such as task value (e.g., Wigfield & Eccles, 1992), self-efficacy (e.g.,

Bandura, 1986; Zimmerman, 1989), and achievement goals (e.g., Ames, 1992; Dweck, 1986; Dweck & Leggett, 1988; Harackiewicz & Elliot, 1993) focus on individuals' beliefs and cognitive representations, interest has been conceptualized both as an individual predisposition and as a psychological state".

- IV. "According to the Sri Lanka Tea Board statistical bulletin- 2008, presently total area of tea production is 221,969 hectares, with the classification of three elevation categories, namely high grown, medium grown and low grown. It also mentioned that conversely the ownership status pointed out that private sector tea small holders play a vital role in the tea industry, nevertheless, state sector performance to Sri Lankan tea extent is relatively poor. Almost 53% of teas have been produced by private sector tea factories whilst corporate sector was 41% and public sector contributed 6% in 2008. Sri Lanka is producing black tea, Green tea, Instant tea, Bio tea, and flavored tea. Global tea production is currently dominated by China, India, Kenya and Sri Lanka. They altogether account for around 75%of the global tea output. Sri Lanka dropped down to number 4 in 2008, in the list of main producers behind China, India, and Kenya".
- V. "Meta-analysis of over 70 studies by Rhoades and Eisenberger (2002) reported consistent antecedents and consequences of POS. However, the burgeoning research into POS did not adequately examine the influence of POS between organizational actions and employees turnover. One study reported POS as mediator for human resource management practices (HRMP) (Meyer & Smith, 2000) with organizational commitment, the other two reported POS mediates supportive HR practices (Allen, Shore, & Griffeth, 2003), and job conditions (Stinglhamber & Vandenberghe, 2003) on turnover via organizational commitment and job satisfaction. Two studies associated POS with actual turnover, using rewards, procedural justice, and supervisory support (Rhoades, Eisenberger, & Armeli, 2001; Eisenberger, Stinglhamber, Vandenberghe, Sucharski, & Rhoades, 2002). Most of these studies suggest POS is a weak link to turnover intention".

## Questions

- a) Based on the above information, find out the problem of the research and specify the types of research gaps in each research highlight, which tries to fulfill. Justify your answer

(10 Marks)

- b) According to the above sample research highlights, develop research questions for each research in order to fulfill the research gap.

(10 Marks)

**(Total 20 Marks)**

2.

- a) Differentiate quantitative and qualitative research methods with suitable examples.

(08 Marks)

- b) Differentiate “independent”, “dependent”, “intervening” and “Extraneous” variables with suitable examples in research context.

(08 Marks)

- c) Explain the essential characteristics of hypothesis.

(04 Marks)

- d) Discuss seven units of theory.

(10 Marks)

**(Total 30 Marks)**



**Part B**

**Answer only two (02) questions in Part - B**

**Total Marks for Part B - 50**

(1) "Questionnaire is the tool that used to collect primary data for a particular research study. Questionnaire itself should be designed carefully as the researcher first identifies the research objectives to be achieved when preparing questions, types and number of questions for the questionnaire." Do you agree with this statement? Justify your answer.

**(Total Marks- 25)**

(2) Differentiate between Snowball Sampling Method and Convenience Sampling Method. Discuss the applicability and importance of both these types of sampling methods in social science research.

**(Total Marks - 25)**

(3) Write short notes of any **five (05)**.

- (a). Literature Review
- (b). Random Sampling
- (c). Research Journal
- (d). Secondary Data Sources
- (e). Plagiarism
- (f). Observations Method
- (g). Regression Analysis
- (h). Research Gap

**(5 marks for each)**

**(Total Marks – 25)**