

5  
0957

**THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
ADMINISTRATION  
FINAL EXAMINATION -2020  
MCP2698/MSPA498- RESEARCH METHODS  
DURATION THREE (03) HOURS**



**DATE: 24.04.2021**

**TIME: 09.30 am – 12.30 pm**

**Answer Question Number One (01) in Part A and any four (04) questions from Part B**

**PART A**

**Question No 01**

The manager of a manufacturing company observes that the job commitment of the employees in his company is low. The factors affecting employees job commitment have been studied by many researchers in different perspectives. After reviewing the literature, the following factors have been identified as important reasons that determined employee job commitment.

1. Work Organization
2. Equipment and Tools
3. Health and Safety

However, literature also indicates that “Job Satisfaction” plays an important role in determining job commitment of the employee. Accordingly, previous studies argue that above mentioned factors influence the job satisfaction and that in turn influences employee commitment.

- (i) Based on the information given above state your research problem **(04 Marks)**
- (ii) Specify the research objectives that you should strive to achieve through this study. **(05 Marks)**
- (iii) Develop a conceptual framework for the above scenario. **(04 Marks)**
- (iv) Identify the relevant variables in the above conceptual model. **(05 Marks)**
- (v) Classify the above variables from the view point of casual relationship and provide reasons for classifying them as such variables. **(05 Marks)**
- (vi) Develop suitable hypotheses based on the conceptual framework that you have developed under (iii) above. **(05 Marks)**

## PART B

### Question No 02

- (i) Why should a manager know about research when the job entails managing people, products and services, times, events, environments etc.? **(Marks 08)**
- (ii) How do you differentiate applied research from basic research? Briefly explained. **(Marks 10)**

### Question No 03

- (i) What is the purpose of literature review? **(Marks 04)**
- (ii) How would you go about doing a literature review in the area of customer satisfaction? **(Marks 05)**
- (iii) Why is appropriate citation important? What are the consequences of not giving credit to the source from which materials are extracted? **(Marks 05)**
- (iv) What is in-text citation and referencing? Differentiate and briefly explain. **(Marks 04)**

### Question No 04

- (i) What is meant by a "Conceptual Framework"? Explain. **(03 Marks)**
- (ii) Explain the Importance of Conceptual Framework for a Research. **(07 Marks)**
- (iii) Using an example explain basic components of Conceptual Framework **(08 Marks)**

### Question No 05

- (i) The formulation of a research problem is the first and the most important step of the research process... The research problem serves as the foundation of the research study. Do you agree? Explain. **(09 Marks)**
- (ii) Discuss the major factors to be considered in selecting a research problem. **(09 Marks)**

### Question No. 06

- (i) What is meant by research design? Explain the features of the three types of research designs discussed in this course. **(09 Marks)**
- (ii) Define population and sampling for research designs and describe importance of sampling in the research study with suitable examples. **(09 Marks)**