

THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF MANAGEMENT STUDIES
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS / PUBLIC
 ADMINISTRATION
 LEVEL: 10
 AFPA498/ MSPA498/ MCP2698 RESEARCH METHODS
 FINAL EXAMINATION: 2024
 DURATION: THREE (03) HOURS



DATE: 10.02.2024

TOTAL MARKS: 100

TIME: 01.30 pm – 04.30 pm

Important Instructions

- Answer question number one (01) in Part A and any four (04) questions in Part B.
- Start each answer from a new page

PART A

Question No (01)

In the dynamic landscape of the technology industry in Sri Lanka, Company X, established in 2015, has emerged as a leading software development firm. Company X currently faces the challenge of maintaining innovation and market dominance at present because of new developments in artificial intelligence and threats of rival companies in the IT industry. Under these circumstances, firms in the IT industry faced enormous challenges to achieve sales growth. The Chief Executive Officer (CEO) of the company thinks that employee engagement is very important for enhancing the company's overall performance. The CEO, after reviewing previous studies, he finds that leadership style influences the employee engagement and thereby lead to the organizational performance. Furthermore, the experts in this industry believe that the top-level managers' ability to handle industry competitiveness that play a pivotal role in interplaying the employee's engagement and organizational performance.

Based on the above scenario answer the following questions.

- i. Formulate a research problem for the above scenario. (02 marks)
- ii. Write down the specific research questions that would help you to address the research problem as stated in i) above. (03 marks)
- iii. Write the main research objective and specific objectives aligned with your research questions. (04 marks)
- iv. Develop a conceptual framework for the study? (03 marks)
- v. Identify the relevant variables in the above conceptual model (03 Marks)
- vi. Classify the above variables from the viewpoint of causal relationships and provide reasons for classifying them as such variables (05 marks)
- vii. Develop suitable hypotheses based on the conceptual framework? (04 marks)
- viii. Select one of the constructs from the above scenario and explain the main steps for the operationalization of that construct. (04 marks)

(Total 28 Marks)

PART B

Question 02

Describe the key steps involved in the research process within the context of management studies. (18 Marks)

Question 03

- i. What is the difference between theoretical and conceptual frameworks? (08 Marks)
- ii. Explain the respective roles of conceptual and theoretical framework in the research design process. (10 Marks)

Question 04

- i. What is a research problem? With an example explain the process of deriving the research problem from broad area of research. (10 Marks)
- ii. Discuss the main criteria to be considered when evaluating a research problem. (08 Marks)

Question 05

- i. Distinguish between primary data and secondary data. Give two (02) examples for each type of data (08 Marks)
- ii. What is probability sampling? What are the advantages of probability sampling over non-probability sampling? Briefly explain (10 Marks)

Question 06

- i. Distinguish between quantitative and qualitative research (08 Marks)
- ii. What is plagiarism? What strategies can be employed to prevent plagiarism? Briefly explain (10 Marks)

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