

**THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC
ADMINISTRATION PROGRAMME
FINAL EXAMINATION 2011 /12
MCP2698 – RESEARCH METHODOLOGY**



DURATION THREE (03) HOURS

DATE: 08th March 2012

TIME: 9.30am to 12.30pm

INSTRUCTIONS:

- Answer **five (05)** questions including **question No.1** which is compulsory.
 - State the number assigned to the question in the paper clearly in your answer book.
 - Illegible hand writing is liable to lose marks.
1. According to a recent study on job mobility among young executives and professionals in the private sector, the following factors have been identified as important reasons for decisions made by the young executives and professionals to move from one organization to another fairly frequently.
- (i.) prospects of earning a higher income,
 - ii.) career prospects through training abroad,
 - (iii) independence,
 - (iv) higher job responsibility,
 - (v) greater opportunity to try out new things,
 - (vi) organization culture that treat women equally.

Several senior managers who shared their views about the high degree of mobility among young executives and professionals had stated the following; “These people belongs to so called “Gen. Y” (Generation Y represents those who were in early 20s and have been exposed to information and communication technology (ICT) while being used to unstructured life styles). They expect a lot of flexibility and freedom. Most of them are bright, but you can not apply the traditional “boss-subordinate” type relationship to get things done from them”. The study also estimated that those companies facing this problem of high turnover among their executives and professional staff were incurring a replacement cost which was in the region of Rs. 100,000- 150000 per employee.

- a. Based on the information given above state your research problem (07 marks)
 - b. Conceptualize the research problem suggesting a specific relationship between the problem and the variables that influence the problem. (10 marks)
 - c. Formulate a hypothesis on the causality of the problem. (08 marks)
 - d. Operationally define the variables that are included in your hypothesis. (08 marks)
 - e. Suggest an appropriate method of data collection for your study (07 marks)
- (Total marks assigned = 40)

2. The deductive approach to research based on the positivist research paradigm supposed to contain certain features which gives a scientific character to the research apart from the possibility of replication and generalization of findings. Do you agree? Explain your answer. (15 marks)
3. A researcher who is inductively oriented in epistemological terms believes that reality is socially constructed and therefore can not be directly measured through a pre-designed instrument. How justifiable is this position? In your view can the issues in management be studied comprehensively using an inductive research framework? If not why? (15 marks)
4. Explain why establishing validity and reliability of your research findings is important. Briefly discuss the methods of establishing empirical validity. (15 marks)
5. Why do researchers use sampling? Clarify how you propose to apply a framework of probabilistic sampling for your MBA research study. (15 marks)
6. What are the frequently used methods of data collection in qualitative and quantitative research? Explain using an appropriate example how one could combine the two types of data for comprehensive measurement of a management problem. (15 marks)
7. What does case study research mean and in what circumstances application of case study method is most appropriate? Elaborate your answer using an example from contemporary management. (15 marks)

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