

**THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
ADMINISTRATION  
FINAL EXAMINATION – 2018  
MCP2698/MSPA498 - RESEARCH METHODS  
DURATION: THREE (03) HOURS**



**DATE: 21.07.2018**

**TIME: 1.30 pm – 4.30 pm**

**Answer Question Number ONE (1) in Part A and any four (04) questions from Part B.**

**PART A**

- 1) There has been a substantial increase in the number of young professionals entering the hospitality industry in the recent past. However, most of the young executives and professionals move from one organization to another frequently. The following factors have been identified as important reasons for job mobility among young executives.
- i) Prospects of earning a higher income.
  - ii) Career prospects through training abroad
  - iii) Supervisory style
  - iv) Working conditions and
  - v) Independence

However, literature indicates that “job satisfaction” play an important role in this problem. Above mentioned factors influence the job satisfaction of employee and that in turn influence job mobility of the young executives. Accordingly, the variable job satisfaction helps us to conceptualize and understand how these factors impact on job mobility of young executives.

- i) Based on the information given above state your research problem (04 marks)
- ii) Write down the specific research questions that would help you to address the research problem as stated in i) above. (05 marks)
- iii) Specify the research objectives that you should strive to achieve through this study. (05 marks)
- iv) Develop a conceptual framework for the above situation. (04 marks)
- v) Identify the relevant variables in the above conceptual model. (05 marks)
- vi) Classify the above variables from the view point of causal relationship and provide reasons for classifying them as such variables. (07 marks)
- vii) Develop suitable hypotheses based on the conceptual framework that you have developed under iv) above. (06 marks)

**PART B**

- (2) i) Define following terms  
a) concepts                      b) variables  
c) construct                      d) indicators  
(04 marks)
- ii) What is a conceptual framework? (04 marks)
- iii) Using an example, explain basic components of conceptual/theoretical framework. (08 marks)
- (3) i) How is research problem defined? (04 marks)
- ii) Explain the importance of developing a precise and specific research problem. (06 marks)
- iii) "A research problem might be defined as the issue that exists in the practice. However, it should be grounded in the existing literature". Explain this statement highlighting the importance of reviewing literature in developing a research problem. (06 marks)
- (4) i) What is measurement scale? (04 marks)
- ii) How are the measurement scales classified? Using examples explain them. (08 marks)
- iii) Provide measurable attributes for the following objects.  
a) An organization                      b) Shampoo  
c) A hotel                                      d) A yoghurt  
(04 marks)
- (5) i) What is a research design? Explain the features of the three types of research designs discussed in this course. (08 marks)
- ii) Define population and sampling for research designs and describe importance of sampling in the research study with suitable examples. (08 marks)
- (6) i) Discuss the advantages of sampling method over census method of data collection. (08 marks)
- ii) Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages. (08 marks)

***-Copyrights Reserved-***