Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in **Part One are compulsory**.

It includes a mini case.

Part Two includes **6 Essay Type Questions. Answer 03 questions** from this part.

**Instructions to candidates**

1. State your Registration Number on the front cover of the answer booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet or answer scripts.
2. Always start answering a question on a new page.
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate
5. Illegible handwriting and language errors will be penalised.
PART ONE

Answer all questions

Question 01: Case study

Job satisfaction or employee satisfaction is a measure of workers’ contentedness with their job. Some factors matter most to employees when it comes to satisfaction, like how it respects employees, whether people can trust their senior management, how secure and clear their career paths are and of course, how fairly it pays them. Organizations that ‘invest’ in these factors become experiential organizations and witness long-term gains.

Dickman and Sons, has faced management issues due to the behaviour of its employees. Absenteeism was very high during last year and employee turnover among employees on contract basis was high. Therefore, the management decided to call for a consultant for advice.

He then started investigating the issue. This research took three months and as a result of the investigation, he recommended handing out financial benefits for the employees. Further, he proposed to revise the scheme of pay and benefits for the employees. The consultant has also advised on dignity and the promotional prospects of employees. In the report, he has advised on leadership as well.

a) Define the research problem. (10 Marks)

b) State three (03) research objectives. (10 Marks)

c) Identify three (03) research hypothesis. (10 Marks)

d) Propose a conceptual framework for the investigation. (10 Marks)

(Total 40 Marks)
PART TWO
This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02
a) Briefly explain five (05) characteristics of scientific research. (10 Marks)

b) What is an applied research? Describe a specific situation where applied research will be warranted. (10 Marks)

(Total 20 Marks)

Question 03
a) Discuss in brief the benefits of a literature survey. (10 Marks)

b) Explain with examples why the problem definition is important in a research study. (10 Marks)

(Total 20 Marks)

Question 04
a) Describe four (04) types of scales in a research study. (08 Marks)

b) Explain with examples briefly the necessity of a reliability and a validity test. (12 Marks)

(Total 20 Marks)

Question 05
a) Explain in brief an exploratory study and a descriptive study. (10 Marks)

b) How would you deal with missing data? (10 Marks)

(Total 20 Marks)

Question 06
a) What is qualitative data? How does qualitative data differ from quantitative data? (5 Marks)

b) What is grounded theory? Explain briefly with an examples. (15 Marks)

(Total 20 Marks)
Question 07

a) Discuss the purpose and contents of the executive summary. (10 Marks)

b) Why is it necessary to specify the limitations of the study in a research report? (10 Marks)

(Total 20 Marks)

(Total 60 Marks)

(Total 100 Marks)