

## Case Analysis

### Group - A: Case/Situational Analysis Questions

[30]

Attempt ALL Questions:

[30]

1. 2019 Aug-Sept Q.No. 1

Work-life balance is an important matter of consideration in the professional world, both for men and women. However, it is felt that the concept has a special significance from the perspective of women professionals. A number of research studies have examined the role of women in management by evaluating the work done on equality, differences and stereotyping. Most studies point towards gender discrimination and role stress. It has been suggested that in examining the relationship between work and personal life, gender is a significant moderating variable. It is found that even though women's participation in the workforce is widely accepted, majority of the caring responsibilities of the family lie with the fairer gender. Though this phenomenon has global relevance, the application of this is more significant for a developing country like Nepal.

As a country surges towards development and enlightenment, the social structure becomes more open and progressive in providing equal opportunities to all members of the society. In Nepal, this development has resulted in better opportunities for Nepali women in terms of education and employment opportunities. With exposure to the western world and a desire for better quality of life, educated women are entering the industrial, professional and academic sectors. This statistics show a large number of dual-career families. However, the similarity with the Western world stops here as the work-family dilemmas faced by the Nepali women are different from that of their western counterpart. More often than not, this results in lowered career aspirations for women professionals compared to men. Else, the woman relies on extended familial support or hired domestic help to manage and balance the work-personal pressures. There are also indications of individual concessions that the women sometimes get at an informal level from empathetic supervisors, but this is exceptional and not a norm. Organizations are becoming more sensitive to the needs of women professionals and make systematic policy changes to assist them in maintaining the balance between their professional and personal goals. However, a lot more needs to be done to recognize Nepali corporate houses of the need for gender empathetic policies required.

With this background Anwesha a student of Tribhuvan University decided to undertake a study to try comprehend not only the pressure faced by professional women in contemporary Nepal, but also the pressure on organizations to attract and retain women in the workforce. The changing socio-cultural balances in Nepal and the increase in the number of working women make the issue more relevant for the study. Work-life balance needs to be studied from two perspectives. One would need to focus on work-related factors and their impact on family life, while the second perspective could focus on family-focused factors and their effect on the work life. It was perceived that this study would provide insights for the integration of these two perspectives in investing both the work and family pressures and their influence on the performance of working women.

Two distinct segments of working women were considered for the study- school teachers and banking employees. The reason for choosing these were that



working women in these two sectors have together different demands, which require different approaches to maintain a healthy work and personal life. In Nepal, just like other countries around the world, teachers are required to have specialized education and professional certificates. With population growing apace and the performance in terms of children's participation in schooling far from satisfactory, the demand is expected to grow even further. Likewise, women banking employees are in rise in Nepal, the participation of women in the banking sector is seen as critical enabling factors for the continuing growth of the industry. Thus, by selecting two different respondent populations Anwesha hoped to cover the entire stretch of professions that Nepali women are likely to pursue.

#### Questions:

- a. Formulate three research questions for the problem and justify why these three questions will you consider for the study.
  - b. To understand the concept of work-life balance, it is essential to conduct a qualitative research on the identified population. Do you agree? Why?
  - c. Who would be the identified population to be studied here? What sampling technique would you recommend and why?
- a. Formulate three research questions for the problem and justify why these three questions will you consider for the study.

After analyzing this case, these three research questions are formulated and their justification is given below:

#### Research questions:

- i. How does the profession or work related factors influence the work life balance of women employee?
- ii. How does the family or home focused factors influence the work-life balance?
- iii. What types of incentive help to retain and attract women employee in the workplace?

Work-life balance is a crucial factor to be considered by both men and women. However, it is felt that the concept has a special significance from the perspective of women professional. Most of the studies points towards gender discrimination and roles stress. It has been suggested that in examining the relationship between work, and personal life, gender is a significant moderating variable. The change in social cultural balance in Nepal and increase in the number of working women make the issue more relevant for the study. Work-life balance needs to be studied from two perspectives, first is profession or work related factors and their impact on family life and second factor focused on family or home focused factor and their effect on the work life. Last variable is incentive, the working women in these two perspectives in investing both the work and family pressure and their influence on the performance. So to retain and attract women employee in workplace, different incentive requires to maintain healthy work and personal life.

- b. To understand the concept of work-life balance, it is essential to conduct a qualitative research on the identified population. Do you agree? Why?

To understand the concept of work life balance, we conduct a qualitative research on the identified population because it aims to gain on in depth



understanding of the work life balance of women working in Nepal. Qualitative research is an investigation of the subjective meaning or the social production issues, events, or practices by collecting non-standardized data and analyzing texts and image rather than number and statistics. Thus under qualitative research, gathering and analyzing the information is done, using both formal and informal techniques. It attempts to shed light on a phenomenon by studying in a single case example. The case may be an individual, a group, an institution or an event. Such case study provide detail information about a problem or situation and suggests the alternative solution for managing prevailed situation. The suggestion of this case work life balance can not be applied to solve similar problem of other organization. To some extent, we use quantitative research through statistical classification with the help of likert scale. But we conduct qualitative research because:

- Use of selected procedure in natural setting.
- Study of case to develop questions.
- Preparation of data analysis design with care.
- Selection of participants based on the importance of events.
- Exceptional facts should not be included in the questions.
- Comparison of the data which are obtained from various sources.
- Interpretation of findings.

**Who would be the identified population to be studied here? What sampling technique would you recommend and why?**

Only female employees are approached to be studied here. The identified population to be studied about work life balance are the female employee. For this case, we recommend non-probability sampling. Specifically, use purposive or judgmental sampling, under this sampling method where sample are selected based on the judgement of researcher. Those units or individuals are selected as sample which can give information on the subject under study but it does not consider the convenience of the researcher. Researcher sets the base. Researcher should know every unit of population and their features for applying this sampling method. Otherwise researcher can not find the right respondent and cannot collect essential information and data. Thus, this sampling is generally used by the experts. For example, if a researcher wants to test work life balance, then s/he selects those female employees as sample who attend under this sampling. The motives for selecting participants with these characteristics (banking and academic industry) as per the assumption that these participants would provide meaningful insight into work life balance.

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**2019 February Q.No. 1**

**Read the following situations and answer the questions that follow:**

Much of the literature implies that a significant feature of the dual-career life-style is that it produces considerable stress and strain. Study of the dual-career family is a relatively new research area, having its genesis in the late 1960s. Dual-career couples are those where both the husband and wife of the family pursue careers that require a high degree of commitment, special training, with a continuous developmental nature adding to increasing degrees of responsibility. Changing role of women, however created some constraints to the existing lifestyle, which might be explained by the fact that it is a relatively new



and minority pattern. From a societal point of view, dual career couples in Nepal especially those with young children, frequently feel overwhelmed by their lifestyle. The external demands of the workplace, children's needs, and household responsibilities compete for limited time, creating obvious stress on the dual career couple.

Work life balance refers to the achievement of equilibrium between an employee's primary priorities of his/her employment position and private life style. It is equally important for both male and female employees in modern organization today. However, it is very important for female employees because of their households' responsibilities other than organizational responsibilities. Many studies have examined the role of female employees in management by evaluating the work done on equality, differences and stereotyping.

Previous researches also suggest that, the problems of the working women, who are a significant part of a dual career couple, may include lack of flexibility in the workplace, lack of family-friendly workplace policies, parent-track policies, male-trailing spouses, career versus relationship and child bearing conflicts. Absence of female role models and inadequate number of female members at the top ranks add to the disadvantages.

Nowadays, social structure is more open and progressive in providing equal opportunities to male and female employees in Nepalese organizations. The interim constitution of Nepal has also provided wider scope for female in terms of opportunities and equalities in the fields like education, jobs, politics, etc. Educated females are entering into jobs, educations and industries. Thus, many dual career couples are working in the Nepalese organizations. It has become a challenging for female employees because of their family responsibilities in country like ours. Besides, low career jobs are provided to the female employees because there is still wrong notions towards female employees like females are not competent enough as compared to male. Female employees still heavily rely on their family support to manage and balance their work life and family life too. Organizations are becoming more sensitive towards the needs of female employees and make systematic policy changes to help them in maintaining balance between their professional and personal life. However, many things have yet to be done to cater the needs of female employees by the Nepalese organizations. Thus, new policies need to be formulated and properly implemented to meet the need of female employees in the Nepalese organizations.

#### Questions:

- What are research problems in this case?
- What research design would you follow to undertake the research as explained in the case?
- Which sampling technique can be used to collect data for the research? Why?
- Formulate at least three hypotheses for the study.
- If your research findings reveal that Nepalese employees' work life balance is poor, what do you suggest to improve the conditions in the future?



What are research problems in this case?

Dual career couples have considerable stress and strain in this modern and changing life style. Dual career couples, both the husband and wife, of the family pursue careers that require high degree of commitment and responsibility. The research problem in this case is to understand and examine how career-oriented females are balancing their life. Work life balance is very important for female employees because of their household's responsibilities. Female employees still heavily rely on their family support to manage and balance their work life and family life too. Even in Nepalese organizations today, social structure is more open and progressive in providing equal opportunities to male and female employees. Many educated females are entering into jobs, educations, and industries. Therefore, the research issue may revolve around how to cater the needs of female employee by the Nepalese organizations. Research related to policy to meet the needs of female employees has to be discovered.

What research design would you follow to undertake the research as explained in the case?

The research related to dual-career couples in which balancing the work and family life is not an unknown phenomenon. It has been happening for many years in companies around the world. In order to identify the challenge for female employees, because of their family responsibilities, correlational and/or causal comparative research design can be used. This research design shows the causes of the problem and their relationship among variables. This research design observes the position of causes that impact on certain works. This research design also helps to analyze the performance of an individual after and before any events. With the help of this research design, the researcher could find the factors associated with challenge for female employees while maintaining the work & family life and their relationship.

Which sampling technique can be used to collect data for the research? Why?

Since the study focuses on female employees who are finding difficulty and challenge to face work life and family life balance, the unit of sample becomes the female working in different organizations. Simple random sampling technique will be appropriate for this research. This technique is appropriate because it simply requires to select the sample from female employees of different corporations who are facing family and work-life balance. For this study, no complex sampling techniques is required.

Formulate at least three hypotheses for the study.

Hypothesis is formed on the basis of estimated relationship between two or more variables. The following hypotheses could be formed for the above study.

1. Balancing work-life and family life leads to higher productivity of female workers.
2. Balancing work-life and family life greatly reduces the stress among female workers.



3. Introducing the programs and policies related to work-life balance by the company enhances the employee morale among female workers.
- e. If your research findings reveal that Nepalese employees' work life balance is poor, what do you suggest to improve the conditions in the future?

The above case analysis is related to balancing between professional and personal life. If the research findings reveal poor balance of work and family life, I would suggest company managers to introduce effective HR programs and policies that correspond to the work-life balance. Work-life balance can be improved through introducing flexible work hours and employee tracking system in the organization. Many large corporations around the world are introducing flexible HR policies and practices which are effectively functioning and maintaining work-life and family life balance.

### 3. 2017 Q.No. 1

Read the following situations and answer the questions that follow:

Bimal Thapa Magar retired as chef from a 5 star hotel in Kathmandu and returned to his hometown Butwal. However, he found it difficult to settle back into the community. He realized that he needed a vacation to keep him occupied; otherwise, he might go into depression. He was still clueless about what to do, when his friend Deepak Thapa visited him and asked him why he looked so morose. Bimal explained his dilemma and asked his friend for advice, as Deepak understood Butwal and its residents better.

Deepak pondered over the problem, and suggested that considering Bimal's expertise in exotic cuisine, he should think about setting up a restaurant serving non-vegetarian food. The enterprise would be perfect, as Butwal hardly had any restaurant serving good non-vegetarian cuisine. Bimal liked idea very much and thought the business would be lucrative and interesting. But before putting the idea into practice, he felt that it was important to have a rough estimate of the non-vegetarian population who went out for meals in a restaurant at least once in a typical week.

Deepak recalled a hotel industry report, according to which Butwal's population comprised 70 percent non-vegetarian and 30 percent vegetarian out of total population of 500,000. Further, result of a report on hotel industry had indicated that more than 2 percent of the population of the town ate out at least once a week.

The data definitely indicated a sound and profitable business opportunity. However, Bimal felt that before setting up a restaurant serving non-vegetarian food, a quick survey should be conducted. He wanted to carry out a survey of the households to understand their preferences for various cuisines. All the households were assigned a serial number. He decided to survey 1000 households. His plan was to contact every 100<sup>th</sup> household in a particular locality and ask for their eating preferences.

#### Questions:

- a. What are the main issues of sampling?
- b. What should be the universe and sampling frame used while selecting participants for this research project?
- c. What types of sampling design is being used in this case? Critically examine it.



d. Suggest any alternative sampling design. Also indicate how the process must be carried out to execute your suggested design.

a. What are the main issues of sampling?

When Bimal finally felt and decided to conduct a survey before establishing a restaurant, he now wanted to know the proper way of taking sample and conduct research on the issue. However, Deepak, one of Bimal's friends, came along with the reports related to population and sample of residents who opt to go for meal at least once in a week, Bimal still wished to carry out a research to understand the preferences of residents toward various cuisines. In order to conduct the survey, Bimal made a plan to follow systematic random sampling because he mentioned to take every 100<sup>th</sup> household as a sample in a particular locality.

b. What should be the universe and sampling frame used while selecting participants for this research project?

The universe or population is the total of units that researchers are interested in knowing about them. In the above case, the research-focus area is non-vegetarian restaurant. Thus, the population becomes the total residents of the particular place who prefer to go to have non-vegetarian meals. In order to establish a proper population frame, it must be defined clearly and precisely. The population frame in the above case will be 70% of 500,000 = 350,000. (On the basis of hotel industry report) Now, the sampling frame becomes individual unit or person selected from 350,000. In the above case, the survey is going to be conducted by taking 1000 households with every 100<sup>th</sup> household. Thus, the sampling frame for the study is 1000 individuals out of 350,000.

c. What types of sampling design is being used in this case? Critically examine it.

Sampling design is the procedure or technique that the researcher would follow while selecting items for the sample from population. While selecting sampling design, the researcher should consider some of the points such as sampling frame, selection of sample, sample size, etc. In the above case, systematic random sampling technique was used. This technique involves the random selection of the first item from systematically ordered population and then selection of a sample item at every sampling interval. As in the above case, it is clearly stated that the sample is taken in every 100<sup>th</sup> household, and this is the systematic random sampling. The value 100<sup>th</sup> household is the sampling interval.

$$\text{Sampling interval (K)} = \frac{\text{Size of Population (N)}}{\text{Size of Sample (n)}}$$

$$100^{\text{th}} = \frac{100,000}{1000}$$

Population size = 100,000 (On the basis of the sampling interval)

d. Suggest any alternative sampling design. Also indicate how the process must be carried out to execute your suggested design.

For the above case analysis, systematic random sampling technique is also good. However, if I have to suggest the alternative design, I will suggest to



adopt simple random sampling technique. In this technique, every element in the population has equal chance of being selected as a sample. Under this technique, samples are selected using lottery method. For example, in the above case, if a researcher wants to know the people who prefer to go to non-vegetarian restaurant for a meal then he considers the people who prefer to visit non-vegetarian restaurant as population and selects the number of sample using lottery system.

**4. 2016 Q.No. 1**

Read the following situations and answer the questions that follow:

Mr. Kaji Man has one Montessori School in the downtown. It was established by his grandfather and he was considered as a good teacher in his local area during that time. Same business was carried on by his father and Kaji Man also. Neighbor of Kaji Man, Mr. Suraj Man, a young teacher, established Montessori in next house of Kaji Man. Suraj Man had established School in collaboration with teachers after 5 years of establishment of Montessori.

Kaji Man's students are going down after Suraj Man's entry in the school market. Kaji Man felt threatened by such a young chap and decided to restructure his old school and establishes school in the same area. Some teachers had inspired to Mr. Kaji Man to establish school. He did not have any idea so he started collecting data himself through the observations of Suraj Man's activities in the school. He analyzed data using his intuition and came to the conclusion that establishment of school is a very difficult and costly work. Teachers only earn more money from the school but entrepreneurs earned very few part of income but restructuring of school may increase the students and profit of the business. So, he decided to restructure the Montessori school and continue the family business in a more modern and new way.

**Questions:**

- a. What type of research study is conducted by Kaji Man?
  - b. Do you think the study undertaken by Kaji Man is scientific?
  - c. What is the role of this research in the decision of Mr. Kaji Man?
  - d. Do you see any ethical issues in this research?
- a. What type of research study is conducted by Kaji Man?

Kaji Man was involved in Montessori School business. His school's performance was decreasing due to another school opened near by Kaji Man's school. This competition also resulted in the decrease of number of students. Therefore, Kaji Man started collecting data through observation of Suraj Man's activities in the school. Moreover, he analyzed the data using his intuition and came to the conclusion that establishment of school is a very difficult and costly work. The above explanations clearly shows that Mr. Kaji Man has conducted qualitative research. Data collecting through observations and using intuition are the part of qualitative research. With the help of these findings, he decided to restructure the school so that more students can be admitted to the school.



- b. Do you think the study undertaken by Kaji Man is scientific?

Generally, scientific research is conducted for solving the problem. It analyzes all the dimensions of the problem systematically, and finds out the real cause of the problem. It also collects and interprets the data and finds out the solutions of the problems. Thus, scientific research is not undertaken on the basis of intuition, experience and estimation, but it remains always purposive and comprehensive. Thus, the above research study undertaken by Kaji Man is not fully scientific. Just observing the activities of others and using own intuition are not considered as scientific study.

- c. What is the role of this research in the decision of Mr. Kaji Man?

The role of research is always fundamental to address the solution of the problem. Research helps to collect information and analyze the information while finally contributing to the decision making. Since Kaji Man wants to restructure the school which may enhance the number of students and profit, he decides to conduct a research so that it can contribute to his decision making. Thus, the role of his research in his decision-making supports in evaluating the alternatives and developing the strategies.

- d. Do you see any ethical issues in this research?

Ethical issues in research are related to the codes or rules which help researchers to decide right or wrong deeds. The research needs high level of ethics so as to provide appropriate results. In the above case, one ethical issue can be raised. When Kaji Man collected data/information about Suraj Man's activities in the school, Kaji Man should take permission from Suraj Man before taking or observing the school's activities. It means the researcher should take consent from participants or individual who provides information to the researcher.

#### 2015 Q.No. 1

Read the following situations and answer the questions that follow:

The Principal of a college was asked to prepare a report for the University Grants Commissions (UGC) regarding the job placement of their graduates. The Principal decided to conduct mail survey of recent graduates. A brief questionnaire asking about the employment status of the graduate who appeared on the convocation rolls in the last two years. A total of 504 completed questionnaires were returned. A tabulation of the survey results revealed that 88 percent of the graduates indicated that they were employed in the field of their choice. The average time reported to get the job after graduation was 5.4 months. The principal was quite enthusiastic about these results and quickly forwarded them to the UGC. He underscored in his summary letter to the UGC the fact that at his Co. are successfully employed within fewer than 25 weeks.

Questions:

- What was the sampling frame used in this study?
- Was the survey study based on a probability sampling procedure or a non-probability procedure?
- What survey research problem is possible because of the return rate in the study?



- d. How is this problem likely to affect the conclusion that nearly 9 out of 10 graduates had jobs?
- e. Although it is possible that actual percentage of recent graduates from this College who have jobs in fields of their choice is 88 percent, the percentage is likely somewhat less than 88 percent. If we assume that those graduates who responded to the survey answered truthfully, what could be the actual percentage of graduates holding jobs?
- a. What was the sampling frame used in this study?

Sampling frame is the list of items in the population from which sample is to be taken. In the above case analysis, individual student who appeared on the convocation rolls in the last two years are considered as sampling frame. A total of 504 students filled the questionnaires.

- b. Was the survey study based on a probability sampling procedure or a non-probability procedure?

This survey was based on a non-probability sampling procedure because the population dimension and sampling unit was already fixed. It was not random from the large population statistics. In the case analysis, it was mentioned that the principal decided to conduct mail survey of recent graduates who appeared on the convocation rolls in the last two years. It is similar to purposive sampling in which targeted students can provide information on the subject under study. The principal has already set the bases and those students are selected as sample who can meet those bases.

- c. What survey research problem is possible because of the return rate in the study?

Response rate is a critical factor in the research. In the above case, it seems a problem in the way the survey was conducted. Moreover, enough information was not provided, especially the size of the population and the response rate accordingly. It just mentioned that a total of 504 completed questionnaires were returned. But we do not have information on how many were the total population. Further, it was indicated that 88 percent of the graduates indicated that they were employed in the field of their choice. But the question may arise how many graduates were not employed anywhere else or how many of the graduates who were employed did not get the job of their choice. Therefore, on the basis of the statement stated above, the survey problem seems obvious.

- d. How is this problem likely to affect the conclusion that nearly 9 out of 10 graduates had jobs?

When the population size, sample size and response rate are not clearly defined, the conclusion of the research results will be affected. In the above case, it is stated that approximately 9 out of 10 graduates had jobs, which may be a valid result provided that enough data were presented. This question has the same issue as we discussed already in question (c).



Because low response rate decreases the reliability of research findings, and such research cannot be generalized.

- e. Although it is possible that actual percentage of recent graduates from this College who have jobs in fields of their choice is 88 percent, the percentage is likely somewhat less than 88 percent. If we assume that those graduates who responded to the survey answered truthfully, what could be the actual percentage of graduates holding jobs?

Since it is a mail survey, some of the graduates may be hesitant to reflect the truthfulness of questionnaires. However, if we assume that those graduates who responded to the survey answered truthfully, the actual percentage of graduates holding jobs may be higher or lower. It might fall between 85% and 91%.

