

**CONTRIBUTION OF PUBLIC SPEAKING AND TEAM BUILDING TRAINING
ON IMPROVING SALES AND MARKETING DEPARTMENT EMPLOYEES
KNOWLEDGE: A QUASI EXPERIMENTAL APPROACH**

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By

MAHAMALAGE ANNE ROSHANI PERERA

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Supervisor: Dr. C.N.Wickramasinghe

Faculty : Faculty of Commerce & Management Studies

XYZ Telecommunication Company's sales and marketing department spends enormous amount of money on training every year for their sales and marketing department employees. However, XYZ Telecommunication Company's Sales and Marketing department has no mechanism to measure the effectiveness of training programs to achieve these aims. Therefore the purpose of this research is to find out the contribution of public speaking and team building training on improving sales and marketing department employees' knowledge by using pre-test, post-test, quasi experimental design. This study has three specific objectives. First, explain how public speaking and team building trainings contribute on improving sales and marketing department employees' knowledge. Secondly, this research suggests the quasi experiment pre-post test model to examine the effectiveness of the trainings. Thirdly, it explains suggestions and appropriate recommendations for better practice of training within the sales and

marketing department. The study was designed as pre-test, post-test, single group quasi experimental research. The public speaking and team building training programs conducted among only the 10 employees in the sales and marketing division at XYZ Telecommunication Company. Therefore, researcher used those 10 employees to conduct this quasi experimental research. This research was based on the primary data than the secondary data. Primary data has been collected with the help of two structured questionnaires based on five point Likert scales and the secondary data has been taken from printed journals, magazines, books, newspapers etc.

Since this was a pre-test, post-test quasi experiment, researcher gathered the 10 participants' knowledge before and after the two training programs. Public speaking and team building training questionnaires were distributed among the 10 employees in the marketing department before they received the public speaking training and team building training. The researcher distributed the same pre-test questionnaires as post-test after the public speaking training and team building training to collect data. Before distributed the post-test questionnaires among participants researcher shuffled pre-test questionnaires and printed on a pink color papers.

According to the results, 10 participants team work, decision making, communication and relationship building knowledge significantly greater after the team building training and public speaking than before the team building training and public speaking training. Therefore, the results of the current study prove that training has a significant contribution on improving employees' knowledge and pre-test, post-test quasi experimental design is a very useful mechanism to measure the effectiveness of training programs. This research would be a greater importance to the XYZ Telecommunication

Company, since there is no pre-test, post-test, single group, quasi experimental researches have been conducted on this subject so far in the XYZ Telecommunication Company. This pre-test, post-test, single group, quasi experimental model helps XYZ Telecommunication Company and other Sri Lankan organizations to measure their effectiveness of training programs. However, there are rare quasi experimental researches on contribution of training on improving employees' knowledge and therefore it will be an imperative contribution to the body of knowledge in the field of human resource management. This study also suggests some recommendations for the future studies.