



UNIVERSITY OF RUHUNA  
FACULTY OF MANAGEMENT AND FINANCE  
Bachelor of Business Administration Degree Programme  
3000 Level Second Semester End Examination – March 2022  
Academic Year 2020/2021

HRM 32433- Research Methodology

Duration: Three (03) hours  
Total Marks: 70

**Instructions**

The Question Paper contains Six (06) questions.

Answer only five (5) Questions

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01).

- I. What do you mean by research?  
(03 Marks)
- II. "It is important for managers to know about research even though their jobs involve managing people, products, events, environments, etc." Explain.  
(05 Marks)
- III. Distinguish between basic and applied research.  
(06 Marks)

(Total Marks: 14)

02).

- I. What is a research paradigm? Briefly explain the essential elements of a research paradigm.  
(04 Marks)
- II. Discuss the characteristics of research located within the Positivist paradigm and the Interpretivist paradigm.  
(05 Marks)
- III. Compare quantitative and qualitative approach to research.  
(05 Marks)

(Total Marks: 14)

03).

- I. Explain the main steps involved in a research process. (05Marks)
- II. What is a research problem? Discuss the steps involved in the problem investigation process. (05 Marks)
- III. What are the various reasons for conducting a literature review? (04 Marks)

(Total Marks: 14)

04).

- I. Explain the role of sampling in the research process. (04 Marks)
- II. Distinguish between probability and nonprobability sampling techniques. (04 Marks)
- III. Describe the purpose of individual interviews conducted for qualitative research and those conducted for quantitative research, highlighting the key differences between them. (06 Marks)

(Total Marks: 14)

05).

- I. What do you understand by a hypothesis? Explain different types of hypotheses. (04 Marks)

II. A researcher develops hypotheses that suggest employee perform better when they have job autonomy, career advancement opportunities and recognition. Draw the conceptual model that would show the relationships. Which variables represent the independent variables and which represent the dependent variables? Explain your answer. (06 Marks)

III. What is positive relationship and negative relationship between variables? Give Examples. (04 Marks)

(Total Marks: 14)

06). Write short notes on the four (04) of the followings.

- I. Advantages and Disadvantages of Participant Observations
- II. Characteristics of a good Questionnaire
- III. Exploratory Research and Explanatory Research
- IV. Longitudinal vs Cross-sectional studies
- V. Normal Curve and the 68-95-99 Rule
- VI. Online Survey vs Postal Survey

(Each carries 3.5 Marks)

(Total Marks: 14)

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