



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

MKT 32533: Research Methodology

Duration: Three hours

The question paper contains four (04) questions.

Answer all questions.

1. Tourism Development Authority is expecting to conduct a study on tourists revisit intention based on the theoretical foundation of the Theory of Planned Behavior. After a detailed literature review the research group has identified some suitable variables and their relationships. They need your assistance to complete their study by filling in the following blanks .

Research Title: Predict Tourism Destination Revisit Intention

- a. Research question
What factors predict the..... (2 Marks)
- b. Research objective
..... (2 Marks)
- c. Hypotheses
 - H1. There is a positive impact ofon attitude.
 - H2. There is a positive impact ofon revisit intention.
 - H3. There is a positive impact of attitudes on
 - H4 There is a positive impact of electronic word of mouth.....
 - H5 There is a positive impact of electronic word of mouth on
 - H6 There is a positive impact ofon revisit intention.

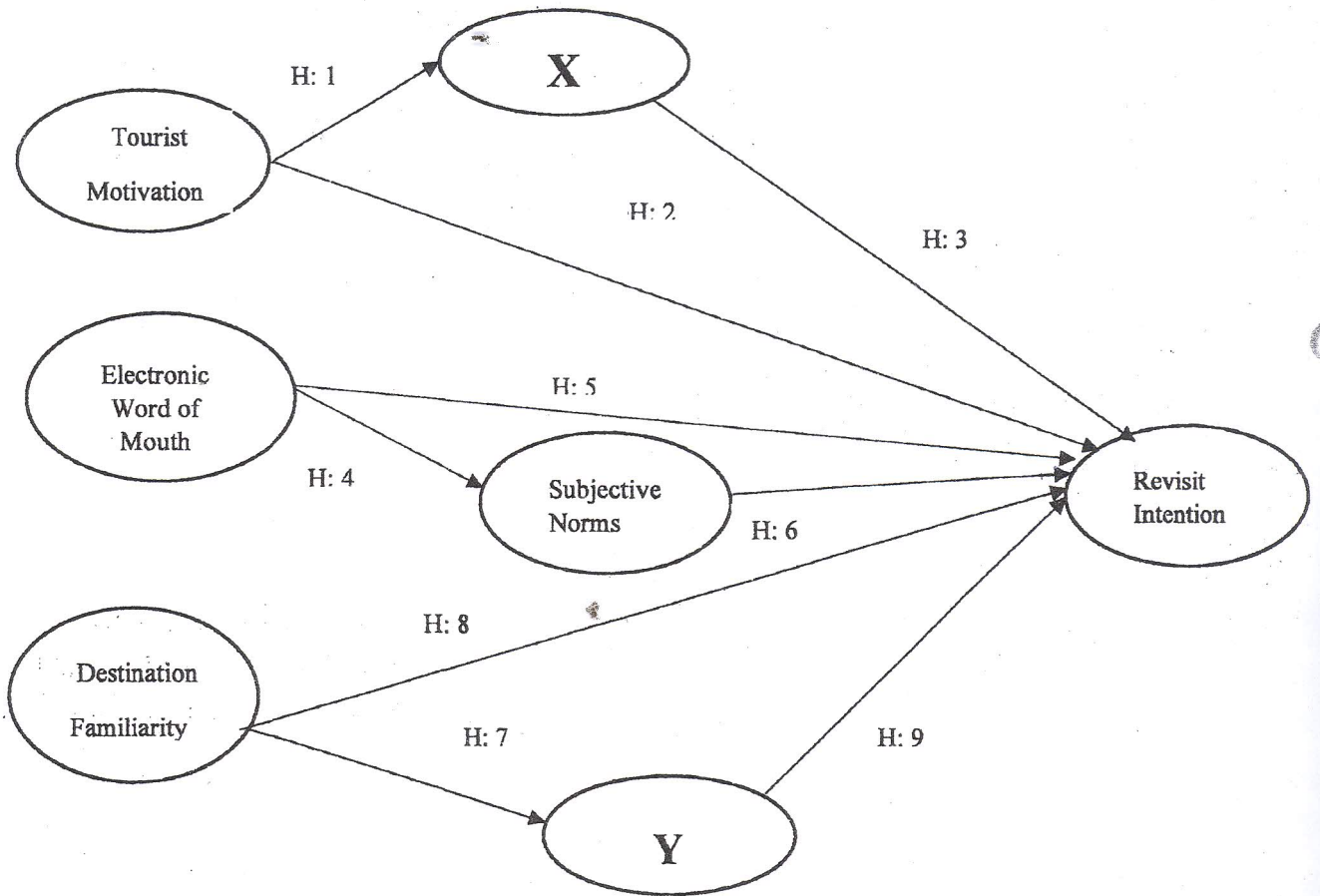
H7 There is a positive impact ofon destination image.

H8 There is a positive impact ofon revisit intention.

H9 There is a positive impact of destination image on

(9 Marks)

Conceptual Framework



d. What is the name of the variable X? (1 Mark)

e. What is the name of the variable Y? (1 Mark)

f. Though they have not mentioned in the hypotheses identify three mediating variables. (3 Marks)

g. They expect to measure all these variables using five point Likert scale questions (1- Strongly Disagree, 5- Strongly Agree). If the Mean value of 'revisit intention' is 4.3 how you interpret the meaning of this value. (2 Marks)

h. Explain the researcher's responsibilities. (5 Marks)

(Total 25 Mark)

2. Manoj and Sanoj, who were reading their BBA in Marketing Degree at the Faculty of Management and Finance, University of Ruhuna, started a small research firm just after their studies. They are currently involved in conducting following two research projects.

- a. Identify the nature of shopping habits of supermarket customers in the Southern province.
- b. Explore the nature of the behaviour of street vendors in the Matara town.

You are required to instruct them to select a suitable sample size, sampling technique and data collection tool and data collection method for each project with reasonable justifications.

(Total Marks = 15)

3.

- a. Compare and contrast independent samples t test and one-way ANOVA, with examples. (08 Marks)
- b. Using hypothetical examples, distinguish between a knowledge gap and a contextual gap in academic research. (07 Marks)

(Total Marks 15)

4. Briefly explain the differences between the following pairs of concepts

- a. Natural science and social science. (3 Marks)
- b. Pure business research and applied business research. (3 Marks)
- c. Positivism and interpretivism. (3 Marks)
- d. Concrete concepts and abstract concepts. (3 Marks)
- e. Cross-sectional and longitudinal studies. (3 Marks)

(Total 15 Marks)