



- 1000
077

UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

ACC 41123 - Research Methodology

Academic Year 2021/2022

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE
4000 LEVEL FIRST SEMESTER END EXAMINATION -
AUGUST/SEPTEMBER 2022

Three Hours

Instructions

- ➔ Answer all questions.

- (1) (i) Define the term 'research'. (2 Marks)
(ii) Explain the difference between research methodology and research method. (2 Marks)
(iii) Give at least two reasons why people conduct research. (2 Marks)
(iv) List two criteria of a good research. (2 Marks)
(v) List key steps in the research process. (2 Marks)
(vi) Briefly explain the key ontological and epistemological assumptions in positivistic paradigm. (4 Marks)
(Total 14 Marks)
- (2) (i) Briefly explain the term 'hypothesis' using suitable example(s). (2 Marks)
(ii) Briefly explain the purpose of a literature review? (2 Marks)
(iii) List at least two citation styles commonly adopted in social science research. (2 Marks)
(iv) List two advantages in using a computer software for citation management. (2 Marks)
(v) Briefly explain the term plagiarism and state a software/application that can be used to detect plagiarism. (2 Marks)
(vi) Distinguish 'applied research' from 'fundamental research'. (4 Marks)
(Total 14 Marks)
- (3) (i) What is meant by research design? (2 Marks)
(ii) List four main components in research design. (2 Marks)
(iii) Explain how the availability of time and money affect the research design. (2 Marks)
(iv) Describe the following concepts. (4 Marks)
(a) Independent and dependent variables (using graphical illustrations).
(b) Mediating variables and moderating variables (using graphical illustrations).
(v) Explain what is meant by inference. (4 Marks)
(Total 14 Marks)

- (4) (i) Explain two reasons for selecting a sample instead of studying the population. (2 Marks)
(ii) Explain the difference between finite population and infinite population using suitable examples. (2 Marks)
(iii) Briefly explain three features of a good sample. (2 Marks)
(iv) Briefly explain how a random sample is drawn using a real-world example. (2 Marks)
(v) What is a census inquiry? (2 Marks)
(vi) Briefly explain the snowball sampling technique and state a situation for which snowball sampling technique can be recommended. (4 Marks)
- (Total 14 Marks)**

- (5) (i) Distinguish between 'data processing' and 'data analysis'. (2 Marks)
(ii) List two statistical data analysis techniques used for comparing means. (2 Marks)
(iii) Write a null hypothesis with its alternative hypothesis in plain language for an ANOVA test. (2 Marks)
(iv) Explain how the independent variable and dependent variable should be measured in order to conduct an ANOVA test. (2 Marks)
(v) Explain what is meant by 'significance levels' in relation to hypothesis testing using suitable numerical illustrations. (2 Marks)
(vi) Discuss the difference between 'correlation' and 'regression'. (4 Marks)
- (Total 14 Marks)**
