UNIVERSITY OF RUHUNA **FACULTY OF MANAGEMENT AND FINANCE**	No. of Pages : 03 No. of Questions: 06 Total Marks : 70	
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE		
4000 LEVEL FIRST SEMESTER END EXAMINATION(REPEAT OLD SYLLABUS) – AUG./SEP. 2022	*Three Hours*	

ENT 4123 - Research Methodology

Instructions

➡ Answer only for five questions.

Question One

i. Define the term 'Research Methodology'.

(02 marks)

ii. State the difference between 'Descriptive Research and 'Analytical Research'.

(04 marks)

iii. Describe the importance of having a sufficient knowledge in research methodology for a researcher in the social science field.

(08 marks)

(Total 14 marks)

Question Two

i. What are the two main research paradigms? Define these two paradigms.

(04 marks)

ii. State the key differences between these two research paradigms.

(04 marks)

iii. What would be the suitable research paradigm if you are planning to select the quantitative research approach for your study? Justify your answer.

(06 marks)

(Total 14 marks)

Question Three

i. Define the term "Literature Review".

(02 marks)

ii. Discuss briefly the importance of a Literature Review for scholarly research.

(06 marks)

iii. Discuss the procedure of a systematic literature search that has to be followed by a scholarly researcher.

(06 marks)

(Total 14 marks)

Question four

i. Define the 'Conceptual Framework' of a research.

(02 marks)

ii. What is the difference between the mediator and moderator in a conceptual model of a research?. Explain your answer with examples.

(04 marks)

iii. Assume that you are going to conduct a research which is based on the identified research gaps. You are required to demonstrate your learning experience about the research process in explaining the followings:

    a. Develop a conceptual model for a research that you have an intention to study.

    b. Develop at least two research hypotheses to test the relationships between the identified independent and dependent variables.

    c. State the dimensions that you hope to use in operationalizing the independent and dependent variables of the conceptual model.

    d. Suggest a suitable analytical technique with justifications that you hope to use in testing the hypotheses of this study.

(08 marks)

(Total 14 marks)

Question Five

i. How do you determine the right sample size for a qualitative study? Briefly explain.

(04 marks)

ii. State the sampling techniques for qualitative studies and briefly describe two of these techniques.

(05 marks)

iii. What methods that can be applied in the data collection for qualitative studies and discuss two of such methods briefly.

(05 marks)

(Total 14 marks)

Question Six

Compare the following concepts in research methodology.

i. Numerical data Vs Categorical data

ii. Confidence Level Vs Confidence Interval

iii. Descriptive statistics Vs Inferential statistics

iv. Parametric tests Vs Non-parametric tests

(3.5 marks for each section and total 14 marks)

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