



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

3000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023

Three Hours

HRM 32433 - Research Methodology

Academic Year 2021/2022

Instructions

- ➔ The question paper contains six (06) questions.
- ➔ Answer only five (05) questions.

P17

1).

I. "Research is concerned with proper fact finding, analysis and evaluation" Do you agree with this statement? Give reasons in support of your answers.

(04 Marks)

II. Define the "Research Process". Using a schematic diagram, explain the main steps involved in a research process.

(06 Marks)

III. What is research paradigm? Briefly explain the essential elements of a research paradigm.

(04 Marks)

(Total marks 14)

2).

I. Mention the important factors to consider when selecting a research topic.

(03 Marks)

II. Why is it important to define the research problem appropriately?

(03 Marks)

III. Explain four reasons why literature review is important in the research process.

(04 Marks)

IV. Briefly discuss the data collection techniques of qualitative research.

(04 Marks)

(Total marks 14)

3).

I. What is conceptual framework? Explain its significance to the research proposal. (04 Marks)

II. What is a hypothesis? Mention four characteristics of a good hypothesis. (04 Marks)

III. Explain the differences between quantitative and qualitative approach to research. (06 Marks)

(Total marks 14)

4).

I. Explain the meaning and significance of a research design. (04 Marks)

II. What are the differences between exploratory, descriptive, and explanatory studies? (06 Marks)

III. What is a sample? Why probability sampling is generally preferred in comparison to non-probability sampling? (04 Marks)

(Total marks 14)

5).

I. What is a questionnaire? Describe the main points that you will take into account while drafting a good questionnaire. (04 Marks)

II. There are four common scales of measurement: nominal, ordinal, interval and ratio. Explain them with examples (06 Marks)

III. Discuss the ethical consideration that should be considered when conducting a research.

(04 Marks)

(Total marks 14)

6). Write short notes on four (4) of the followings.

I. Basic and applied research

II. Census and sample survey

III. In-text citation and a list of reference

IV. Descriptive and inferential statistics

V. Cross-sectional versus longitudinal studies



(Each question carries 3.5 marks)

(Total marks 14)
