	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 04 No. of Questions: 04 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE	
	3000 LEVEL SECOND SEMESTER END EXAMINATION – FEB/MAR 2023	Three Hours

MKT 32533: Research Methodology	Academic Year 2021/2022

Instructions

➡ The question paper contains 04 questions.

➡ Answer all questions.

1.

1) Why Astrology cannot be characterized as research? (02 Marks)
2) What is the difference between natural science and social science? (02 Marks)
3) What is the basic assumption of empiricism? (02 Marks)
4) What is the difference between basic research and applied research? (02 Marks)
5) What is the difference between abstract concepts and concrete concepts? (02 Marks)
6) What is the difference between cross-sectional and longitudinal studies? (02 Marks)
7) Mention the potential sources of errors in research designs. (02 Marks)
8) What is the main difference between exploratory and descriptive research? (02 Marks)
9) What is the difference between the ratio scale and the interval scale? (02 Marks)
10) What is the difference between primary data and secondary data? (02 Marks)

(Total 20 Marks)

2. DropHome is a local taxi app operating in the Colombo district and enjoying a large portion of the market share. Xber is the world's no 1 taxi app and they announced that they will start operations in Colombo from next quarter. DropHome wants to minimize customer switching to the new competitor. Thus, DropHome is planning to start a research to understand the satisfaction level and loyalty of the current customer base immediately. Top management decided to formulate their new strategies based on the findings of the study.

Fill in the blanks in the following section (Q 1-Q14)

Two research questions are

• What factors predict customer satisfaction?
• 1). .... (02 Marks)

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Accordingly, the research objectives are

- 2) .... (02 Marks)
- To identify the effect of customer satisfaction on loyalty

DropHome believes that reasonable price, 3). ....and reliability of the location tracking lead to customer satisfaction which in return leads to increase the loyalty. (01 Mark)

Accordingly, following variables have been identified.

Independent Variable	Dependent Variables
4)..................................	6)...................................
App speed	7)................................
5).................................	

(04 Marks)

Company has developed the following hypotheses to explain the relationships.

8) H1: There is a positive impact of reasonable price on ....

9) H2: There is a positive impact of ....?......on customer satisfaction.

10) H3: There is a positive impact of ....on customer satisfaction.

11) H4: There is a positive impact of ....on customer loyalty.

(04 Marks)

12. Draw a conceptual framework to show the above relationships. (06 Marks)

13. Advise the company to select the most suitable sampling technique. Justify your answer. (03 Marks)

14. To proceed with this study a question has been developed. Help company to identify the level of measurement of the below questions.

    I. What is your age?

    II. What is your gender?   Male   Female

    III. Rank the following taxi apps according to your preference? (No 1 for most preferred one)

        DropHom

        PickHome

        YY taxi

        Click Taxi

IV. DropHome app is very speed	Strongly Disagree	Disagree	No Idea	Agree	Strongly Agree
	1	2	3	4	5

(08 Marks)

(Total 30 Marks)

3. Explain the results of the following SPSS outputs.

1) Chi-square Test

H0- There is no association between gender and internet usage per day

H1- There is an association between gender and internet usage per day

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.349[a]	3	.503
Likelihood Ratio	2.219	3	.528
Linear-by-Linear Association	1.398	1	.237
N of Valid Cases	262		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.35.			

2) ANOVA

H0- There is no significant difference in total usage among study disciplines

H1-There is a significant difference in total usage among study disciplines

ANOVA					
TU					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.538	6	3.256	5.840	.000
Within Groups	142.182	255	.558		
Total	161.720	261			

3

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3) Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	5

4) KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	3958.947
	df	435
	Sig.	.000

5) Frequency

For How Many Years Do You Use Facebook					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than one year	53	20.2	20.2	20.2
	1-3 years	120	45.8	45.8	66.0
	More than 3 years	89	34.0	34.0	100.0
	Total	262	100.0	100.0	

(Total 10 Marks)

4. 1). Explain the characteristics of a good theory.   (05 Marks)
   2). Explain the principles of research ethics.   (05 Marks)

(Total 10 Marks)

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