



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 06
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION - Aug/Sep 2023

Three Hours

ENT 41223 - RESEARCH METHODOLOGY

Academic Year 2022/2023

Instructions

- The question paper contains 06 questions.
- Answer only for five questions.

Question One

- i. Define the terms “Research” and “Research Methodology”. (04 Marks)
 - ii. Describe briefly the importance of research in the field of entrepreneurship from the viewpoints of different stakeholders. (05 Marks)
 - iii. Discuss with examples separately the situations where the “Applied Research” and “Basic Research” can be applied in the field of entrepreneurship research. (05 Marks)
- (Total 14 Marks)

Question Two

- i. Define the term “Research Problem” and state the importance of identifying the research problem accurately. (05 Marks)
 - ii. Briefly explain the sources for revealing an existing research problem. (04 Marks)
 - iii. Develop an interview guide for collecting data for a qualitative study on a selected topic that you are going to organize. (Limit only to 10 key questions excluding the questions on the basic profile of the entrepreneur). (05 Marks)
- (Total 14 Marks)

Question Three

- i. Define the term “Research Paradigm”. (02 Marks)
 - ii. Discuss the advantages and disadvantages of using the quantitative approach for a research study. (06 Marks)
 - iii. Explain briefly the term “Triangulation Method” and discuss the four main types of triangulation that can be applied in research studies. (06 Marks)
- (Total 14 Marks)



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Question Four

- i. Point out the differences between "Descriptive Statistics" and "Inferential statistics". (04 Marks)
 - ii. Discuss the four types of measurement scales with examples. (04 Marks)
 - iii. Explain the two key important points that need to be concerned in selecting a suitable data analysis technique for a quantitative study. (06 Marks)
- (Total 14 Marks)

Question Five

- i. Explain briefly with examples the "Directional Hypothesis" and "Non-directional Hypothesis". (03 Marks)
 - ii. Discuss briefly the role of the "Conceptual Model" for a research study. (03 Marks)
 - iii. Assume that your research supervisor requires knowing about the progress of your ongoing research work. Prepare a presentation to declare the followings about your research work.
 - a. Mention the research topic clearly,
 - b. Draw the conceptual model of your research study including the dependent variable and at least two sub variables under the independent variable,
 - c. Formulate at least one directional hypothesis and one non-directional hypothesis,
 - d. By taking into account either the hypothesis is directional or non-directional, explain briefly the suitable analytical techniques that you are going to apply in testing the each hypothesis mentioned above. (08 Marks)
- (Total 14 Marks)

Question Six

Compare four of the following terms in research methodology.

- i. Positivism Vs Interpretivism paradigms,
- ii. Reliability Vs Validity,
- iii. Probability Sampling Vs Non-probability Sampling,
- iv. Discrete data Vs Continuous data,
- v. Precision Vs Confidence.

(3.5 Marks for each section and total 14 Marks)

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