UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

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

ACC 4113 - Research Methodology

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE
4000 LEVEL FIRST SEMESTER END EXAMINATION –
AUGUST/SEPTEMBER 2023 (Old Syllabus)

Three Hours

Instructions
➡ Answer all questions.

(1) (i)   Briefly explain the term research methodology.   (2 Marks)
    (ii) Briefly explain the term research paradigm and provide an example for a research
          paradigm **except the positivistic paradigm**.   (2 Marks)
    (iii) Briefly explain what is meant by scientific method.   (2 Marks)
    (iv) What is the primary aim of research?   (2 Marks)
    (v)   Provide three reasons why doing research is important.   (2 Marks)
    (vi) Discuss the difference between the views of realism and relativism.   (4 Marks)

                                                                            (Total 14 Marks)

(2) (i)   List two potential titles for writing good research proposals.   (2 Marks)
    (ii) Briefly explain the difference between null hypothesis and alternative hypothesis using
          suitable examples.   (2 Marks)
    (iii) What is a research problem?   (2 Marks)
    (iv) List two software that can be used for citation management **except Endnote**.   (2 Marks)
    (v)   How can the plagiarism be avoided in academic writing?   (2 Marks)
    (vi) Explain the difference between narrative citation and parenthetic citation using suitable
          examples.   (4 Marks)

                                                                            (Total 14 Marks)

(3) (i)   Differentiate between data processing and analysis.   (2 Marks)
    (ii) Show what is meant by an outlier using an example.   (2 Marks)
    (iii) State a technique to inspect each of the followings during data analysis.   (2 Marks)
          (a) Normality
          (b) Linearity.
    (iv) Describe the following concepts.   (4 Marks)
          (a) Descriptive analysis and inferential analysis
          (b) Normal distribution and standard normal distribution (using graphical illustrations).
    (v)   Provide suitable instances in which each of the following data analysis techniques can be
          applied.   (4 Marks)
          (a) Independent samples t-test
          (b) Paired samples t-test
          (c) ANOVA
          (d) Regression

                                                                            (Total 14 Marks)

(4) (i)   Briefly explain the concept of population using suitable examples.   (2 Marks)
    (ii) Briefly explain the difference between sample study and census study using suitable examples.   (2 Marks)
    (iii) Explain the difference between probability sampling and non-probability sampling.   (2 Marks)
    (iv) Briefly explain systematic sampling using a suitable example.   (2 Marks)
    (v)   Briefly explain the snowball sampling using a suitable example.   (2 Marks)
    (vi) Briefly discuss four factors that affect systematic bias in a sampling procedure.   (4 Marks)
                                                                      (Total 14 Marks)

(5) (i)   Differentiate the primary data and secondary data using suitable examples.   (2 Marks)
    (ii) List out four secondary data collection sources.   (2 Marks)
    (iii) Explain the difference between participant observations and non-participant observations using practical examples.   (2 Marks)
    (iv) List out four advantages of data collection based on interviews.   (2 Marks)
    (v)   What is the difference between structured and unstructured interviews?   (2 Marks)
    (vi) Briefly discuss four advantages of data collection via questionnaires.   (4 Marks)
                                                                      (Total 14 Marks)

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2