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UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level Semester II

Examination (March 2021) [Old Syllabus]

Academic Year 2020/2021

MKT 3252: Academic and Technical Writing

Duration: Three hours

The Question Paper contains Six (06) questions.

Answer five (05) questions only.

Question 01

Academic writing refers to a style of expression that researchers use to define the intellectual boundaries of their disciplines and specific areas of expertise.

i. What do you gain from writing up your research?

(07 Marks)

ii. How do you connect with your reader?

(07 Marks)

[Total 14 Marks]

Question 02

The ability to develop a good research topic is an important skill. A supervisor may assign you a specific topic, but most often supervisor require you to select your own topic of interest.

i. What do you need to do to design a good topic?

(07 Marks)

ii. Briefly explain the relationship between 'Research Problem' and 'Practical Problem'.

(07 Marks)

[Total 14 Marks]

Question 03

Source literature (understood as printed texts) is a kind of information source. It might, for example, be cited and used as sources in academic writings, and then called the literature on the subject.

- i. In general there are three type of sources. Briefly explain them with examples. (09 Marks)
- ii. How do researchers evaluate the relevance of sources? (05 Marks)

[Total 14 Marks]

Question 04

Researchers sometimes wrangle over evidence and occasionally erupt into charges of carelessness, incompetence, and even fraud.

- i. Briefly explain ‘Claim’ and ‘Evidence’. (07 Marks)
- ii. Explain the role of ‘Acknowledgement’ within a good argument. (07 Marks)

[Total 14 Marks]

Question 05

An argumentative research paper is analytical, but it uses information as evidence to support its point, much as a lawyer uses evidence to make their case.

- i. Distinguish ‘Intrinsic soundness’ and ‘Extrinsic soundness’. (07 Marks)
- ii. How do researchers use secondary sources to plan the argument? Briefly explain the answer. (07 Marks)

[Total 14 Marks]

Question 06

Briefly explain the following concepts

- i. Plagiarism
- ii. Critical Thinking
- iii. Descriptive Research
- iv. Research Ethics

(3.5 Marks for Each)

[Total 14 Marks]
