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UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 4000 Level

Semester 1 End Examination (February/March 2021)

Academic Year 2019/2020

ACC 4113 - Research Methodology

Duration: Three hours

The question paper contains seven (7) questions.

Total Marks: 70

Answer all questions.

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- (1) (A) Briefly explain the main objective of doing research. (2 Marks)
(B) Briefly explain what is meant by research methodology. (2 Marks)
(C) Differentiate between inductive reasoning and deductive reasoning. (3 Marks)
(D) Discuss why people are generally motivated to do research highlighting at least three reasons. (3 Marks)

(Total: 10 Marks)

- (2) (A) Briefly outline two advantages of using a citation management software for managing citations and references in a research document. (2 Marks)
(B) List three scientific databases and three citation styles. (2 Marks)
(C) Discuss what is meant by plagiarism while listing two platforms available for detecting plagiarism. (3 Marks)
(D) Discuss, with at least three reasons, why reviewing literature is important when conducting a research. (3 Marks)

(Total: 10 Marks)

- (3) (A) Briefly explain what is meant by inference using an example. (2 Marks)
(B) Briefly explain what is meant by treatment in an experiment using an example. (2 Marks)
(C) Explain what is meant by the principle of randomization. (3 Marks)
(D) Describe the following concepts. (3 Marks)
(i) Continuous variables and discrete variables (using examples).
(ii) Control variables (using an example).
(iii) A statistic and a parameter.

(Total: 10 Marks)

- (4) (A) List four probability sampling techniques. (2 Marks)
(B) Briefly explain the snowball sampling technique. (2 Marks)
(C) Explain the simple random sampling technique indicating a situation where this sampling technique is usually not recommended. (3 Marks)
(D) Discuss why non-probability sampling is inferior to probability sampling. (3 Marks)
(Total: 10 Marks)

- (5) (A) List four sources of error in measurement. (2 Marks)
(B) Briefly explain four measurement scales while providing an example for each. (2 Marks)
(C) Briefly explain the terms validity, reliability, and practicality in measurement. (3 Marks)
(D) Measurement of abstract concepts are substantially difficult than that of physical properties. Discuss this statement. (3 Marks)
(Total: 10 Marks)

- (6) (A) Explain how an appropriate data collection method is selected showing at least two key factors that affect such selection. (2 Marks)
(B) List four disadvantages associated with questionnaires in collecting data. (2 Marks)
(C) Discuss the difference between primary data and secondary data highlighting advantages and disadvantages associated with each. (3 Marks)
(D) Discuss the difference between structured and unstructured observation. (3 Marks)
(Total: 10 Marks)

- (7) (A) Briefly discuss the difference between data processing and data analysis. (2 Marks)
(B) List two main categories of statistical data analysis techniques and give at least two examples for each category. (2 Marks)
(C) Discuss the difference between correlation and causation using examples. (3 Marks)
(D) Explain three alternative approaches used for making the decision regarding null hypothesis during statistical hypothesis testing. (3 Marks)
(Total: 10 Marks)
