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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)

ENT 4123 RESEARCH METHODOLOGY IN ENTREPRENEURSHIP

Duration: Three hours

The Question Paper contains seven (07) questions.

Answer five (05) questions only.

Q1.

“Research philosophy relates with the source, nature and development of knowledge. It is a belief about the way in which data about a phenomenon should be gathered, analyzed, and used.”

- i. Based on the above statement, describe four main research philosophies. (08 marks)
 - ii. Describe the popular data collection methods associated with each research philosophies stated in part i. (06 marks)
- (Total 14 marks)

Q2.

“The ultimate purpose of the research is to understand the nature of the world’ scenarios and create the knowledge. In this process researchers use two major approaches to conduct the research studies”.

- i. Name, and discuss two major research approaches. (08 marks)
- ii. Discuss and compare deductive reasoning (deduction) and inductive reasoning (induction). (06 marks)

(Total 14 marks)

Q3.

- i. Explain the purpose of doing a research. (04 marks)
- ii. “Research design is a blueprint of collection, measurement, analysis, and interpretation of data. It effectively addresses the research problem, research questions, and objectives.”
Discuss three types of research designs that researchers can use to conduct their studies. (10 marks)

(Total 14 marks)

Q4.

- i. Select a hypothetical research topic and develop a research problem based on the selected topic. (04 marks)
 - ii. Write down three research questions to the above research problem. (03 marks)
 - iii. Construct three research objectives to the above research topic. (03 marks)
 - iv. Construct a conceptual framework for your research topic selected in part i. (04 marks)
- (Total 14 marks)

Q5.

- i. List out the steps in sampling process. (02 marks)
- ii. Briefly explain the importance of sampling frame. (04 marks)
- iii. Why is the probability sampling generally preferred when compared to non-probability sampling? (08 marks)

(Total 14 marks)

Q6.

A researcher wanted to study the relationship of blood pressure (BP) with four other variables: Age, Weight, Body Surface Area (BSA) and Pulse. He observed and recorded BP, Age, Weight, BSA, and Pulse values of 100 adults.

The following tables show the regression results and normality test result of the study using SPSS.

Table 1: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .826 ^a | .682 | .668 | 3.432 |

a. Predictors: (Constant), Pulse, BSA, Age, Weight

b. Dependent Variable: BP

Table 2: ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| | Regression | 2397.104 | 4 | 599.276 | 50.893 | .000 ^b |
| 1 | Residual | 1118.656 | 95 | 11.775 | | |
| | Total | 3515.760 | 99 | | | |

a. Dependent Variable: BP

b. Predictors: (Constant), Pulse, BSA, Age, Weight

Table 3 Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| | (Constant) | 45.241 | 10.265 | | 4.407 | .000 | | |
| | Age | .369 | .142 | .257 | 2.589 | .011 | .340 | 2.942 |
| 1 | Weight | 1.018 | .246 | .663 | 4.140 | .000 | .131 | 7.658 |
| | BSA | -3.170 | 6.596 | -.066 | -.481 | .632 | .176 | 5.688 |
| | Pulse | -.011 | .062 | -.011 | -.182 | .856 | .989 | 1.011 |

a. Dependent Variable: BP

Table 4: Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-------------------------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Unstandardized Residual | .113 | 100 | .003 | .983 | 100 | .221 |

a. Lilliefors Significance Correction

Based on the above results

- i. What is your interpretation on adjusted $R^2 = 0.668$?
(02 marks)
 - ii. What are the statistically significant and non-significant independent variables of this study? Justify your answer.
(03 marks)
 - iii. What is the most influential factor on blood pressure? Justify your answer.
(03 marks)
 - iv. Is there any multicollinearity problem in this study? Justify your answer.
(03 marks)
 - v. Interpret the results in "Test of Normality: Table 4".
(03 marks)
- (Total 14 marks)

Q7.

Write short notes on the following.

- i. Ontology
- ii. Epistemology
- iii. Methodology
- iv. Methods

(3.5 marks x 4)
(Total 14 marks)
