

UNIVERSITY OF RUHUNA

2016/2017 Academic Year

B.A. (Special) Degree 3000 Level 2nd Sem. 2018 May

ECN 32623 / STS 32623 – Research Methodology

Answer four (04) questions only.

Time: 03 Hours.

(1) “Why is the productivity of rural sector lower compared to the urban sector”?

Consider the above research question proposed by a certain student. Propose suggestions to improve this research question if you find any weakness in the way it has been written.

(15 Marks)

(2)

I. Using suitable examples, elaborate three (03) important factors which differentiate ‘An Action Research’ from an ordinary empirical research.

(06 Marks)

II. Discuss the phases of an action research cycle.

(09 Marks)

(3)

I. Discuss the nature of questions that you should include or omit in a questionnaire that will be used to collect primary data on domestic violence. Give justifications for your answer with suitable examples.

(10 Marks)

II. Discuss the advantages and disadvantages of using a mailed questionnaire to collect data to research on graduate employability.

(05 Marks)

(4)

- I. Define simple random sampling and systematic sampling. Discuss the advantages and disadvantages of systematic sampling compared to random sampling with examples.

(07 Marks)

- II. With graphical presentations and real life examples, discuss **two (02)** formal and **two (02)** informal experimental designs.

(08 Marks)

- (5) Assume you want to do a research to study the influence of TV commercials on food habits of the middle income class. Briefly discuss the process that you follow step by step.

(15 Marks)

- (6) Using hypothetical examples show the systematic way to include the followings in a research paper.

- I. Hypothesis
- II. Estimated equations
- III. Citations and references

(15 Marks)

- (7) Write short notes on any **three (03)** of the followings

- I. Measurement scales
- II. Type one error and type two error in hypothesis testing
- III. Snowball sampling
- IV. Steps of data processing

(5x3 = 15 Marks)

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