



UNIVERSITY OF RUHUNA  
FACULTY OF MANAGEMENT AND FINANCE

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

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

4000 LEVEL FIRST SEMESTER END EXAMINATION –  
AUGUST/SEPTEMBER 2025

*Three Hours*

**FIN 41323 - Research Methodology**

Academic Year 2024/2025

**Instructions**

➔ Answer all questions.

- (1) (i) Briefly explain the term research. (2 Marks)  
(ii) State the primary purpose of doing research. (2 Marks)  
(iii) Briefly explain what is meant by a paradigm while stating two fundamental assumptions of positivism. (2 Marks)  
(iv) List four key characteristics of the scientific method. (2 Marks)  
(v) Explain the difference between research and research methodology. (2 Marks)  
(vi) Discuss the difference between subjectivism and objectivism in epistemology. (4 Marks)  
**(Total 14 Marks)**
- (2) (i) List four types of gaps that can be highlighted when formulating a valid research problem. (2 Marks)  
(ii) List four scientific databases that can be used to download quality research papers required for your dissertation. (2 Marks)  
(iii) Explain two different approaches for taking other researchers' ideas into your dissertation using examples. (2 Marks)  
(iv) Show the difference between a parenthetical citation and a narrative citation using two example sentences with in-text citations containing at least two authors. (2 Marks)  
(v) Briefly explain what is meant by plagiarism and how plagiarism can occur in your dissertation. (2 Marks)  
(vi) Discuss why it is important to review literature when conducting research. (4 Marks)  
**(Total 14 Marks)**
- (3) (i) Differentiate between inferential and descriptive analysis. (2 Marks)  
(ii) Explain why a statement like "null hypothesis is accepted" is generally not stated after a data analysis when the test is not significant. (2 Marks)  
(iii) State a technique to inspect each of the followings during data analysis. (2 Marks)  
(a) Outliers  
(b) Homogeneity of variances.  
(iv) Explain the difference between statistics and parameters using examples. (2 Marks)  
(v) Show a critical test statistic in a suitable graphical illustration. (2 Marks)  
(vi) Compare and contrast correlation and regression while highlighting at least one similarity and two differences between the two techniques. (4 Marks)

**(Total 14 Marks)**

- (4) (i) Briefly explain what is meant by measurement using a suitable example. (2 Marks)  
(ii) Briefly explain the difference between nominal scale and ordinal scale while providing an example for each. (2 Marks)  
(iii) Explain the difference between discrete variables and continuous variables while providing suitable examples for each. (2 Marks)  
(iv) Explain what is meant by an absolute zero in relation to measurement using a suitable example. (2 Marks)  
(v) How can respondent and instrument cause errors in measurement? (2 Marks)  
(vi) Discuss the difference between validity and reliability in relation to measurement. (4 Marks)  
**(Total 14 Marks)**

- (5) (i) Write down a regression equation with only two independent variables using suitable symbols. (2 Marks)  
(ii) Explain what is meant by the coefficient of determination and show how it is related to the coefficient of correlation. (2 Marks)  
(iii) How do you interpret the error term/residual in a regression equation? (2 Marks)  
(iv) The following regression results have been provided to you. Write down your interpretation on these results as a concise paragraph as far as possible aligning with the APA guidelines. (8 Marks)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 <sup>a</sup>	.690	.667	4.90012

a. Predictors: (Constant), Economic Growth, Dividend

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1445.165	2	722.582	30.094	.000 <sup>b</sup>
	Residual	648.302	27	24.011		
	Total	2093.467	29			

a. Dependent Variable: Stock Return

b. Predictors: (Constant), Economic Growth, Dividend

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6.368	2.954		-2.156	.040
	Dividend	.231	.382	.066	.605	.550
	Economic Growth	3.211	.431	.815	7.454	.000

a. Dependent Variable: Stock Return

**(Total 14 Marks)**

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