

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages : 03 No. of Questions: 05 Total Marks : 70
		<i>Three Hours</i>
BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 4000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2025		
<b>ENT 41223 - RESEARCH METHODOLOGY</b>		Academic Year 2024/2025
<b>Instructions:</b> <ul style="list-style-type: none"> <li>• The question paper contains five (05) questions.</li> <li>• Answer only four (04) questions, including question number one (01).</li> </ul>		

### Question One

The following abstract information was extracted from a recent research conducted by the Apex Consultants in 2025. Carefully read the information provided and answer the questions below.

#### Open innovation and Innovation Performance

Open innovation is a distributed innovation process based on purposively managed knowledge flows across organizational boundaries. It is crucial for fostering innovation, driving competitive advantage, and ensuring long-term sustainability in dynamic and uncertain business environments. Innovation performance is the firm's ability to transform innovation inputs into innovation outputs by transforming innovation capabilities and efforts into market success. However, there are many inconclusive findings in the research linking open innovation to innovation performance, indicating the need for more studies to establish consistent and generalizable findings across different contexts and industries. The current study explores the impact of open innovation on the innovation performance of listed companies in Sri Lanka to further validate the literature in open innovation and innovation performance. Open innovation consists of inbound innovation, outbound innovation and coupled innovation. Innovation performance, measured in terms of product innovation, process innovation, market innovation and organizational innovation. This study is a survey-based, cross-sectional quantitative study and the SPSS Statistics 20.0 software package was relied upon for data analysis. The Colombo Stock and Exchange comprised of 294 companies. Out of the 294 companies listed on the Colombo Stock and Exchange, 200 companies were selected as the sample for the study, and the simple random sampling method was employed. A structured questionnaire was used to gather primary data via a Google form and yield 180 valid responses from the most senior manager in the company. The study employed multiple regression analysis to examine the effect of the dimensions of open innovation on innovation performance. The findings indicate that

there is a significant positive effect of open innovation on innovation performance. Specifically, inbound innovation was found to have the strongest impact on innovation performance, while outbound innovation showed a moderate positive effect. Even though, coupled innovation is positively correlated, it has less effect on innovation performance. The study concludes that fostering open innovation practices can significantly enhance the innovation performance of listed companies in Sri Lanka. The results suggest that companies need to implement open innovation practices in a proactive manner to achieve higher innovation performance levels. The study offered recommendations for managers, policymakers, and other responsible authorities to establish an innovation ecosystem to stimulate innovation performance at the firm and the national level. This research contributes to strengthen of the role of open innovation on innovation performance and provides practical insights for improving the sustainable competitive advantages of established firms.

You are required to answer the following questions.

- |        |   |            |
|--------|---|------------|
| i.     | Propose a suitable title for this study.                                  | (01 Mark)  |
| ii.    | What are the dimensions of open innovation?                               | (02 Marks) |
| iii.   | What are the dimensions of innovation performance?                        | (02 Marks) |
| iv.    | What is the main research gap identified in this study?                   | (01 Mark)  |
| v.     | Develop possible research questions for this study.                       | (02 Marks) |
| vi.    | What would be the objectives of this study?                               | (02 Marks) |
| vii.   | Develop a conceptual framework for this study.                            | (03 Marks) |
| viii.  | Develop hypotheses for this study based on the conceptual framework.      | (02 Marks) |
| ix.    | What is the research method applied in the study?                         | (01 Mark)  |
| x.     | What is the unit of analysis of this study?                               | (01 Mark)  |
| xi.    | What is the population of this study?                                     | (01 Mark)  |
| xii.   | What is the sample frame of this study?                                   | (01 Mark)  |
| xiii.  | What is the sample technique adapted to this study?                       | (01 Mark)  |
| xiv.   | What is the sample size of this study?                                    | (01 Mark)  |
| xv.    | What is the response rate (in percentage) of this study?                  | (01 Mark)  |
| xvi.   | What is the research tool applied to collect data for this study?         | (01 Mark)  |
| xvii.  | What is the statistical method applied to analyze the data in this study? | (01 Mark)  |
| xviii. | What are the key findings of the study?                                   | (02 Marks) |
| xix.   | What is the conclusion of the study?                                      | (01 Mark)  |
| xx.    | What is the recommendation of the study?                                  | (01 Mark)  |

(Total 28 Marks)

**Question Two**

- i. Define the term "Business Research". (02 Marks)
  - ii. Briefly explain the differences between Quantitative Research and Qualitative Research. (05 Marks)
  - iii. Explain the importance of business research for an entrepreneur. (07 Marks)
- (Total 14 Marks)

**Question Three**

- i. What is the purpose of conducting a literature review? (02 Marks)
  - ii. Briefly explain the steps in the research process. (05 Marks)
  - iii. Explain three distinctive characteristics of scientific research. (07 Marks)
- (Total 14 Marks)

**Question Four**

- i. What is the importance of sampling for business research? (02 Marks)
  - ii. Briefly explain the major steps in sampling. (05 Marks)
  - iii. Explain three probability sampling techniques with suitable examples. (07 Marks)
- (Total 14 Marks)

**Question Five**

Briefly explain the following areas in research.

- i. Basic research and Applied research
- ii. Deductive approach and Inductive approach
- iii. Longitudinal studies and Cross sectional studies
- iv. Variable and Dimension
- v. Null hypothesis and Alternative hypothesis
- vi. Population and Sample
- vii. Validity and Reliability

(Each carries 02 Marks: Total 14 Marks)

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