



**UNIVERSITY OF COLOMBO, SRI LANKA**  
**FACULTY OF MANAGEMENT AND FINANCE**

Bachelor of Business Administration (Level II - Semester VI) Examination

December 2018

**BEC 2309/ INB 2309 – Research Methods**

**Three (03) Hours**

**Answer Only Five (05) Questions.**

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1. i. “A well-defined and structured research problem is the heart of any research project.”  
Elaborate the above statement by identifying the essentials to formulate a research problem.  

(12 Marks)
- ii. Identify the difference and relationship between a ‘research problem’ and a ‘research question’ with appropriate examples.  

(08 Marks)
- (Total 20 marks)**
  
2. i. Explain different purposes and roles of a literature review in research.  

(10 Marks)
- ii. How does a researcher do a good literature review by avoiding common mistakes?  
Explain.  

(10 Marks)
- (Total 20 marks)**
  
3. “Primarily there are two methodological schools in research and they seem to be conflicting to each other.”
  - i. Identify the causes and reasons for such conflict between these methodological schools.  

(12 Marks)

ii. Explain different research strategies used in these two schools with examples.

(08 Marks)

**(Total 20 marks)**

4. i. What is a 'theoretical framework' of a research? How does it relate to the conceptual framework of the research? Explain with examples.

(10 Marks)

ii. Identify different measurements of operationalization. What do you mean by measurement quality? Explain.

(10 Marks)

**(Total 20 marks)**

5. i. What are the main types of variables used in conceptual framework? Explain using a hypothetical conceptual framework.

(10 Marks)

ii. What is a 'hypothesis'? Develop hypotheses for the relationships in the conceptual framework in (i) above.

(10 Marks)

**(Total 20 marks)**

6. i. Explain different levels of quantitative data analysis with examples.

(06 Marks)

ii. Explain different types of qualitative data analysis processes.

(06 Marks)

iii. Distinguish between 'deductively based analytical procedures' and 'inductively based analytical procedures' of qualitative data analysis with examples.

(08 Marks)

**(Total 20 marks)**