

**UNIVERSITY OF COLOMBO, SRI LANKA**

**FACULTY OF MANAGEMENT AND FINANCE**

Bachelor of Business Administration (Level-II Semester V1)  
Examination-2018

**MKT/ HLM 2309 - Research Methods.**

**Three (03) Hours**

**Answer any Four (04) Questions**

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1. "In the problem definition process of a basic research, a researcher starts by identifying a gap in the knowledge."

i. Briefly explain what is meant by 'a *gap in the knowledge*' in the above statement and how a researcher can identify a knowledge gap. (06 marks)

ii. "In basic research, all the ideas presented have to be *justified* through the use of *evidence and logical argumentation*." Explain it. (06 marks)

iii. "*The research design provides a framework for the collection and analysis of data*"

Briefly explain the term "*research design*" and describe what are the methods can be used in research. (13 marks)

**(Total 25 Marks)**

2. Literature is the existing body of published knowledge on the theme or problem under investigation.

i. Explain the process related to reviewing the literature. (07 marks)

ii. "Conducting a literature review is essential for all the research studies". Do you agree? Provide reasons for your answer. (08 marks)

iii. Define the term "Plagiarism" and briefly explain how to avoid the Plagiarism in research. (10 marks)

**(Total 25 Marks)**

3. "Research is something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge."

- i. Briefly describe the stages in the research process. (08 marks)
- ii. Explain the difference between the purpose of undertaking a *basic research* and an *applied research*. (08 marks)
- iii. What is meant by terms "*research objectives, research questions and research hypotheses*?" (09 marks)

**(Total 25 Marks)**

4. Identify the major steps of sampling process and briefly explain each of the stages with suitable examples. (25 Marks)

5. "Within the business and management research, the greatest use of questionnaires is made within the survey strategy. Therefore, designing sound questionnaire is very important. In this perspective, state and briefly explain the principles of questionnaire design.

**(25 Marks)**

6. Differentiate the following concepts relating to business research with suitable examples.

- i. Independent variables Vs Dependent Variables
- ii. Moderator Variables Vs Mediator Variables
- iii. Ordinal Scale Vs Interval Scale
- iv. Null Hypothesis Vs Alternative Hypothesis
- v. Positivism Vs Interpretivism

**(5X5 Total 25 Marks)**