

21
UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II -Semester V11) Examination - 2010

(BBA) Accounting

ACT 2105 – Research Method 2

One (01) Hour

Answer all questions

1. Briefly discuss the different types of positivistic research methodologies and phenomenological research methodologies.
(40 Marks)
2. What do you mean by triangulation? Briefly explain the different types of triangulations.
(20 Marks)
3. Discuss various methods which can be used to select a sample.
(20 Marks)
4. Explain, how do you ensure the validity and reliability of both qualitative and quantitative data?
(20 Marks)
