

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT & FINANCE

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

FIN-2105 Research Method – 2

One (01) Hour

Answer **THREE (03)** Questions in all, including **Question No. 01**

1. i. "Academic writing should be done paying careful attention to underlying ethical considerations". Comment on this statement. (20 Marks)
- ii. Distinguish between the following pairs of concepts:
- a. Probability sampling and non-probability sampling
- b. Research questions and objective of the study (20 Marks)
- (Total 40 Marks)**
2. Explain the significance of selecting research strategies within the context of conducting research. (30 Marks)
3. Three basic considerations in a research is validity, reliability and the usefulness or value of investigation. Explain briefly the meaning of these three concepts and the way that you are going to realize the importance of them through your research project intended to complete in the next semester. (30 Marks)
4. Event studies are very popular in Economics and Finance. Identify the steps to be followed in an event study. You are expected to elaborate each of these steps in relation to an event of your choice in relation to securities market. (30 Marks)
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