

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VI) Examination - 2010
MGT 2100 – Research Method I

One (01) Hour
Answer All Questions

Research is a process of moving systematically from known to unknown.”

Discuss the above statement while explaining the meaning of the three key terms; known, unknown and moving systematically.

(15 Marks)

The purpose of research in positivism is to predict and explain the phenomena while that of research in interpretativism being the qualitative understanding of the phenomena”.

Explain the meaning of two terms “prediction” and “explanation” in the context of the positivistic research while elaborating your answer by differentiating positivism from interpretativism in terms of assumptions underline therein.

(20 Marks)

Explain the difference between ‘research problem/research issue’ and ‘research question’ with an appropriate example.

(15 Marks)

Explain the three different ways researchers can use the literature in their research.

(15 Marks)

Describe Independent variable, Dependent variable, Mediating variable and Moderating variable with an appropriate example.

Note: You are required to state as to what you consider the research problem in your example and show a conceptual model that illustrates the appropriate relationships among the variables.

(20 Marks)

Operationalize “satisfaction of undergraduate students about the lecture” by identifying four indicators and converting two of them into the items of the questionnaire which uses interval scale.

(15 Marks)