

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Semester V) Examination – July, 2022

FIN 3312 – Research Methods

Instructions.

- This paper includes Part I on Learning Management System (LMS) with Thirty (30) Multiple Choice Questions (MCQ) and Part II with 02 structured questions on two (02) pages as an online and open book examination.
- Time allowed for **part I** is one (01) hour and **Part II** is one (01) hour.
- Answer all two questions in Part II.

Part I

Thirty (30) Multiple Choice Questions (MCQs) to be attempted in the Learning Management System (LMS).

(2 marks * 30 = 60 Marks)

Part II

01.

- i. How may the formulation of an initial substantive theory help in the development of a research proposal?
(05 marks)
- ii. Provide and describe three examples of different situations where you might use secondary data as part of your research.
(05 marks)
- iii. Why is it important to be adept in handling the relationship between manager and researcher?
(05 marks)
- iv. Describe a situation where research will help you as a manager to make a good decision.
(05 marks)
- v. Why are appropriate citations important? What are the consequences of not giving credit to the source from which materials are extracted?
(05 marks)

(Total 25 marks)

02.

Mr. Perera, the owner of several restaurants, concerned about the wide differences in the profit margins of the various restaurants. He would like to try some incentive plans for increasing the efficiency levels of those restaurants that are lagging behind. But, before he implements these incentive plans, he wants to be sure that the idea will work. He asks a researcher (you) to help him on this issue.

As per the above scenario, indicate how the researcher should proceed with the following, with a proper justification:

- a. The purpose of the study
- b. The type of investigation
- c. The extent of researcher's interference
- d. The study setting
- e. The time horizon for the study
- f. The unit of analysis.

(15 marks)
