

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester VI) Examination – December, 2017

ACT 2309 – Research Methods

Three (03) Hours

Answer any Five (05) Questions

1. i. Describe the purpose of carrying out research as stipulated in definitions of research.
(04 Marks)
- ii. Differentiate the attributes of Positivistic and Phenomenological research paradigms.
(06 Marks)
- iii. Briefly explain the features of a good research proposal. Use the content of the research proposal that you presented in the classroom to support your answer.
(10 Marks)
(Total 20 marks)
2. i. Explain the importance of conducting a literature review in carrying out a research study.
(10 Marks)
- ii. A literature review is not simply a 'shopping list of what other researchers have said'.
Comment on this statement.
(10 Marks)
(Total 20 marks)
3. i. Why is sampling important in research?
(04 Marks)
- ii. Briefly explain the stages involved in selecting a suitable sample using probability sampling method.
(08 Marks)

iii. Data collection methods are not exclusively belonging to any research paradigm or methodology. Instead, they can be used in a customized manner under different paradigms and methodologies. Elaborate on this statement.

(08 Marks)

(Total 20 marks)

4. i. Describe the terms 'before the field' and 'in the field' with regard to qualitative research.

(08 Marks)

ii. Briefly explain the various data collection methods that can be used in a qualitative research study.

(12 Marks)

(Total 20 marks)

5. i. Briefly explain the steps of analyzing quantitative data collected for a research.

(06 Marks)

ii. The following E-views output has been obtained in the process of analyzing a cross-sectional data set (*Hint: Dependent variable of the study is ROA and all other variables are independent*).

Covariance Analysis: Ordinary

Included observations: 191

Correlation Probability	IC	ROA	DER	MB	PC
IC	1.000000 -----				
ROA	0.202707 0.0049	1.000000 -----			
DER	0.294335 0.0000	-0.027640 0.7043	1.000000 -----		
MB	-0.048783 0.5028	-0.202037 0.0051	0.021830 0.7644	1.000000 -----	
PC	-0.344603 0.0000	-0.215011 0.0028	-0.143156 0.0482	0.040201 0.5808	1.000000 -----

Using the above output, explain the correlation between independent variables and the dependent variable used in the analysis.

(04 Marks)

- iii. In addition to the above output the following estimates have been obtained in the process of estimating the regression model: $ROA_i = \alpha_0 + \beta_1 IC_i + \beta_2 DER_i + \beta_3 MB_i + \beta_4 PC_i + \varepsilon_i$.

Dependent Variable: ROA
Method: Least Squares
Included observations: 191

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.126559	0.017001	7.444405	0.0000
IC	0.003770	0.001746	2.159202	0.0321
DER	-0.004238	0.003212	-1.319638	0.1886
MB	-0.011609	0.004347	-2.670784	0.0082
PC	-0.760339	0.341635	-2.225590	0.0272
R-squared	0.308905	Mean dependent var		0.115606
Adjusted R-squared	0.289742	S.D. dependent var		0.053514
S.E. of regression	0.051057	Akaike info criterion		-3.085927
Sum squared resid	0.484864	Schwarz criterion		-3.000789
Log likelihood	299.7060	Hannan-Quinn criter.		-3.051442
F-statistic	5.682991	Durbin-Watson stat		1.939535
Prob(F-statistic)	0.000245			

Based on the above estimates;

- a. Explain the impact of independent variables on the dependent variable.

(04 Marks)

- b. Discuss the appropriateness of the regression model used in the study to estimate the impact of selected independent variables on the dependent variable.

(06 Marks)

(Total 20 marks)

6. Write short notes on the following:

- i. Basic and Applied Research
- ii. Conceptualization and Operationalization
- iii. Snowball Sampling Technique
- iv. Validity and Reliability of Data
- v. Nominal and Ordinal Data

(04 Marks x 5 = Total 20 marks)