

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

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

BEC 2309 – Research Methods

Three (03) Hours

Answer Any Five (05) Questions.

1. i. “Research is the process of either problem-solving or discovering new knowledge.”
Elaborate the above statement by identifying different perspectives of research in social sciences with examples.
(10 Marks)
- ii. “Narrow focus of research and generalizability of findings are negatively correlated. However, generalizability of findings is ideal than essential.”
Evaluate the above statement with regard to research in social sciences.
(10 Marks)
(Total 20 marks)
2. i. How do you ensure the originality of a research? Explain.
(10 Marks)
- ii. Identify the importance and the role of the ‘Literature Review’ at different stages of a research.
(10 Marks)
(Total 20 marks)
3. “Selection of technique or techniques used to obtain data, along with procedures to analyze these data, represents only the final decision about the overall research design. This selection is essentially determined by the research philosophy.”
Evaluate the above statement with respect to two (02) major research philosophies.
(20 Marks)

4. i. Critically evaluate the relationship between different research approaches and research choices with appropriate examples.

(10 Marks)

- ii. "Researchers can use one or more strategies within their research design as they plan how to go about addressing a research inquiry."

Identify alternative research strategies in relation to different research inquiries.

(10 Marks)

(Total 20 marks)

5. i. Distinguish between 'Conceptualization' and 'Operationalization'.

(04 Marks)

- ii. Identify different measurement levels used in operationalization with appropriate examples for each.

(06 Marks)

- iii. What is a 'conceptual framework'? Explain different variables with interrelationships used in such framework.

(10 Marks)

(Total 20 marks)

6. i. Explain the use of 'directional' and 'non-directional' hypotheses with suitable examples.

(06 Marks)

- ii. What do you mean by hypothetico-deductive research method? Briefly describe the steps used in this method.

(08 Marks)

- iii. How do researchers make errors in testing hypothesis? Explain with an example.

(06 Marks)

(Total 20 marks)

7. i. Explain each component of the 'King model' of research paper structure.

(10 Marks)

- ii. Explain the sequential steps in the process of getting your research paper published in an academic journal.

(10 Marks)

(Total 20 marks)

8. Explain the following.
- i. Plagiarism
 - ii. Case study research
 - iii. Measurement validity and reliability
 - iv. Narrative inquiry
 - v. Exploratory and explanatory research

(04 x 5 = 20 marks)