

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

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

INB 2309 – Research Methods

Three (03) Hours

Answer any FIVE (05) Questions

1. “Researchers use the scientific method to conduct their research.”

i. What do you mean by scientific research?

(06 marks)

ii. Briefly explain main distinguishing characteristics (hallmarks) of scientific research.

(14 marks)

(Total: 20 Marks)

2. “A literature review is a survey and discussion of the literature in a given area of study.”

i. What are the main reasons for writing a literature review?

(08 marks)

ii. What is referencing and citations? Briefly discuss their importance in thesis writing.

(12 marks)

(Total: 20 Marks)

3. “Three of the most prominent criteria for the evaluation of business and management research are reliability, replication, and validity.

i. What do you mean by *reliability*, *reliability* and *validity*

(06 marks)

There are many ways to design a research study. Three popular social research designs are *Cross-sectional*, *Longitudinal* and *Case study*.

ii. Briefly explain cross - sectional, longitudinal and case study research designs.

(06 marks)

iii. What do you mean by ‘Sample Design’? What points should be taken into consideration by a researcher in developing a sample design for a research project.

(08 marks)

(Total: 20 Marks)

4. "Measurement scales in research are used to categorize and/or quantify variables."

i. List and describe the four types of scales of measurement used in quantitative research with examples.

(10 marks)

ii. What type of scale describes each of the following variables?

- a. Gender of respondents (*Male, Female*)
- b. Socioeconomic status (*low, middle, high*).
- c. Record of number of errors made in a certain time period.
- d. Perceptions toward in-store service (extremely satisfied, very satisfied, moderately satisfied, slightly satisfied, no satisfied)
- e. Marital status (single, married)

(10 Marks)

(Total 20 Marks)

5. i. What are the guiding considerations in the construction of questionnaire? Explain.

(10 marks)

ii. What is non-probability sampling? Identify and explain two non-probability sampling methods that can be used for your research with two advantages and two disadvantages of each.

(10 marks)

(Total 20 Marks)

6. Given below is the four hypotheses and statistical results relating to *firm characteristics and Managerial Perceptions and internationalisation of SMEs*. Interpret the results and show your findings.

H₁: Firm size is positively associated with internationalization of SMEs.

H₂: Firm age is positively associated with internationalization of SMEs.

H₃: Family ownership is positively associated with internationalization of SMEs.

H₄: Foreign exposure of owner is positively associated with internationalization of SMEs

H₅: Managerial perceptions of exports are associated positively with internationalization of SMEs

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.403	.582	.32645

a. Predictors: (Constant), SIZE, AGE, OWNER, EXPOS, PER

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23.802	5	4.842	16.336	.000 ^b
Residual	46.357	205	.286		
Total	70.159	210			

a. Dependent Variable: INT

b. Predictors: (Constant), SIZE, AGE, OWNER, EXPOS, PER

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.204	.364		7.265	.000
SIZE	.346	.053	.337	.541	.401
AGE	.523	.064	.428	4.812	.000
OWNER	.421	.063	.342	.616	.207
EXPOS	.441	.043	.421	5.696	.042
PER	.351	.059	.493	4.606	.002

a. Dependent Variable: INT

SIZE = Firm size, AGE = Firm age, OWNER = Family ownership, EXPOS = Foreign exposure, PER = Managerial perceptions, INT = Internationalization

(Total: 20 Marks)