

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

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

MOS 2302 – Research Methods

Three (03) Hours

Answer any FIVE (05) Questions.

1. i. Differentiate between inductive and deductive reasoning in research, giving examples for each.

(10 Marks)
- ii. Discuss how research assists managers in their organizations.

(10 Marks)
- (Total: 20 marks)**

2. i. Explain the importance of reviewing literature for a research.

(10 Marks)
- ii. “The quality of a literature review depends on a careful selection and use of a combination of data sources”. Justify this statement.

(10 Marks)
- (Total: 20 marks)**

3. i. Explain the rationale of preparing a research proposal.

(05 Marks)
- ii. Describe the contents of a research proposal using an example.

(15 Marks)
- (Total: 20 marks)**

4. i. Describe three (03) qualitative methodologies used in research.
(10 Marks)
- ii. Imagine that you have embarked on a research project that adopts a qualitative approach to inquiry. Explain the important aspects you should take into account in the data collection process involved in this research project.
(10 Marks)
- (Total: 20 marks)**
5. i. Briefly explain independent, dependent, moderating and intervening variables in relation to a research design.
(10 Marks)
- ii. Define the term "Hypothesis" with appropriate examples.
(10 Marks)
- (Total: 20 marks)**
6. i. Briefly discuss the differences among nominal, ordinal and interval variables
(10 Marks)
- ii. What is meant by the "Conceptual Framework" of a research. Explain the importance of using a Conceptual Framework in a research.
(10 Marks)
- (Total: 20 marks)**
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