



Uva Wellassa University
Faculty of Management

THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2013
Degree of Bachelor of Business Management in Entrepreneurship and Management and
Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management



EMG 324-2/EMG 304-2/HTE 322-2 – Research Methodology

Part C - Essay Questions

Marks allocation: 50 Marks

Answer any two (02) questions.

06. Critically discuss the main features of an effective literature review focusing on its various stages.

(25 Marks)

07.

i) Discuss how the validity of a business research is assessed? **(10 Marks)**

ii) Discuss the application of different research designs in business research.
(15 Marks)

(Total – 25 Marks)

08.

i) Explain how the error of conducting an interview in a business research can be reduced? **(10 marks)**

ii) Critically evaluate the usage of open ended and close ended questions in a questionnaire.
(15 marks)

(Total – 25 Marks)