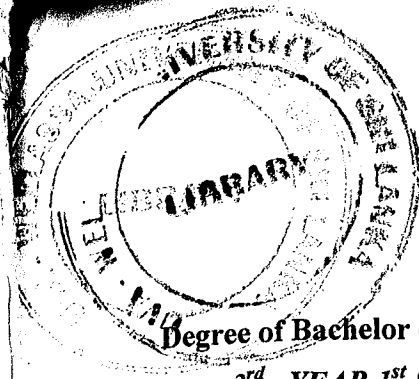




Uva Wellassa University

Faculty of Management

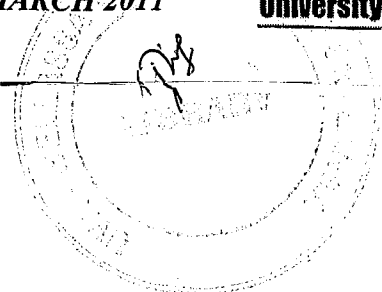
Degree of Bachelor of Business Management in Entrepreneurship and Management

3rd YEAR 1st SEMESTER EXAMINATION – FEBRUARY/MARCH 2011

EMG 322 -2 Research Methodology



Uva Wellassa
University



Part C- Essay Questions

1.

- a) Literature review, research problem, research question and hypotheses are key elements of a research study. The effective coherence of these elements is of vital importance to a research study.

You are required to:

Explain the relationship between those elements by giving emphasis to the followings.

- What are meant by Literature review, research problem, research question and hypotheses?
- Importance of literature review for a research study
- Relationship between literature review and research problem
- Relationship between research problem and research question
- The role of hypotheses in a research study

(18 marks)

- b) In social survey research, sampling constitutes a key step in the research process.

- i) Briefly explain the need for sampling

(3 marks)

- ii) Briefly explain the salient features of cluster sampling and stratified sampling techniques

(6 marks)

- iii) Briefly explain the difference between sampling error and sampling related error in social survey research

(3 marks)

2. Compare and contrast only four (04) of the followings.

- a) Cross sectional research design and longitudinal research design
- b) Early positivism and ethno-methodology
- c) Exploratory research and explanatory research
- d) Directional hypothesis and non-directional hypothesis
- e) Measurement validity and ecological validity

(20 marks)

3. Interview is one of the popular data collection methods. However, the improper conduct of interviews causes to have many problems and distortions of results.

- a) Briefly explain 4 types of questions those can be used in an interview.

(04 marks)

- b) List up two (02) pros and cons of telephone interviews with compare to the context of in person

(04 marks)

- c) Explain the difference between unstructured interviews and semi-structured interviews.

(06 marks)

- d) Briefly explain the tips to be followed when conducting an interview effectively

(06 marks)