



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

Uva Wellassa
University

THIRD YEAR FIRST SEMESTER EXAMINATION (Repeat) – FEBRUARY/MARCH 2012

EMG 322 -2 Research Methodology

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Three (03) Essay
Time : Two (02) Hours
Marks allocated : Hundred (100) Marks

Index No:

Answer only three (03) questions including question no: 01.

1.
 - i) Differentiate the followings. (10 marks)
 - a) Basic research and applied research
 - b) Exploratory research and descriptive research
 - ii) Briefly explain the three main criteria of assessing a business research. (15 marks)
 - iii) Briefly explain the following research designs. (15 marks)
 - a) Experimental design
 - b) Cross sectional design
 - c) Longitudinal design
 - d) Comparative design
 - e) Case study
 - iv) Explain the role of a literature review in a research study. (15 marks)
 - v) Briefly explain the relationship between literature review, research problems, research questions and hypotheses. (05 marks)