



Uva Wellassa University
Faculty of Management



THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2012
Degree of Bachelor of Business Management in Entrepreneurship and Management and
Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management

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

Part C- Essay Questions

Answer **only two (02)** questions including question no.01.

Marks allocation: 50 Marks

01. Kumari is a final year undergraduate and expects to start her research project in the next semester. Although she has read about how to write a research proposal, she is confused with developing a conceptual framework for her study. Hence, she is seeking your advice for drafting her research proposal.

You are required to advice Kumari on the followings. Illustrate your answer with adequate examples.

- i) What includes in a research proposal? (10 marks)
- ii) What is the role of a conceptual framework in a research? (04 marks)
- iii) How to develop a conceptual framework for a research? (16 marks)

(Total – 30 Marks)

02. Formulating a series of research questions and hypotheses can add clarity to the problem statement derived from the literature review.

You are required to:

- i) Explain the importance of a literature review for a research. (06 marks)
- ii) What are the characteristics of an effective research question? (05 marks)
- iii) Briefly explain the different levels of research questions with adequate examples.

(09 Marks)

(Total -20 Marks)

03. “Any research can be affected by different kinds of factors which, while extraneous to the concerns of the research, can invalidate the findings” (Seliger and Shohamy, 1989). Therefore, controlling all possible factors that threaten the research’s validity is a primary responsibility of every good researcher.

You are required to:

- i) Outline the research process. (06 Marks)
- ii) Explain how the validity of a business research is determined. (14 Marks)

(Total- 20 Marks)