

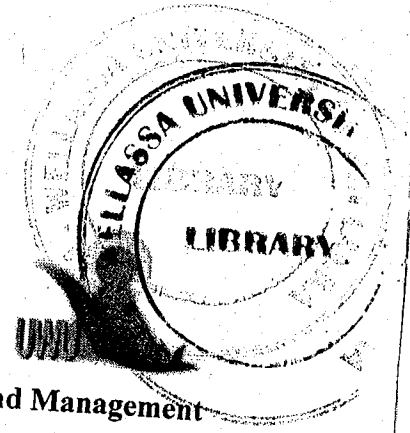
Uva Wellassa University

Faculty of Management

Degree of bachelor of Business Management in Entrepreneurship and Management

Year 2 Semester I – Examination December/ January 2009/10

EMG 322-2 Research Methodology



Answer all questions

Time : 20 minutes

Total marks : 20 marks

Each question has one correct answer only. Indicate it by underlining the correct answer.

Index No:

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Part C- Essay Questions

Answer only Four Questions

You have to answer at least one question from both section I and II

Total marks 50

Section I

1) Briefly explain the stages of business research process

(12.5 marks)

2)

i. Briefly describe the basic components of a research proposal

ii. Briefly explain the following concepts

a) Cross functional teams

b) Response latency

c) Scientific method of conducting a research

(12.5 Marks)

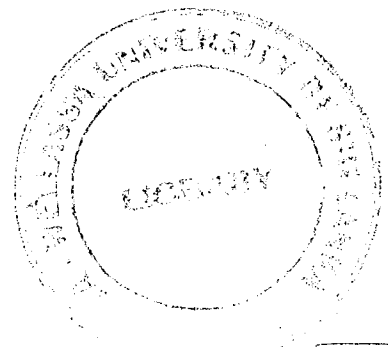
3)

i. Briefly describe rights and obligations of respondents and researcher in conducting a research

ii. Briefly describe the steps in the process of problem definition

iii. Discuss the advantages and disadvantages of focus group interviews

(12.5 Marks)



Section II

4)

- i. Discuss the use of primary and secondary data in research analysis
- ii. Briefly explain the objective(s) of surveys
- iii. Discuss two types of personal interviews
- iv. Discuss the use of self administered questionnaires in business research

(12.5 Marks)

5)

- i. Why sampling is important in survey research?
- ii. Explain the sampling process
- iii. Discuss the differences and similarities of cluster sampling and stratified sampling methods
- iv. "Errors in survey research are unavoidable", explain

(12.5 Marks)