Uva Wellassa University

Faculty of Management

THIRD YEAR SECOND SEMESTER EXAMINATION – AUGUST/SEPTEMBER 2014

Degree of Bachelor of Business Management in Entrepreneurship and Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events Management

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

Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06) Essay
Time allocation : Two (02) hours
Marks allocation : Hundred (100) marks

Answer only four (04) questions including question No.01

Index Number:

01.

i) "Identification of type of variables in the research question is very important in determining the data analysis method".

You are required to:

Discuss the types of variables with adequate examples. (10 Marks)

ii) "Data analysis techniques have to be matched with research objectives".

You are required to:

Discuss the above statement with adequate examples. (10 Marks)

iii) Assume that you are working for MRP Biscuits Company Pvt. Ltd as a manager in the research and development division. The company has been growing at an annual rate of 20% which was above the industry average. However, during last three years the growth rate has been 5-6% and this has become a major concern of the top management. Thus, top management decided to conduct a research on the factors which influence the preference for biscuits and you are in-charge of this activity. You have identified that preservation quality, taste and nutrition value will be key factors of determining the preference for biscuits. Thus, you have collected data from 40 customers and run a multiple linear regression to test the determinants. The regression

output is given below and the basic research question is whether preservation quality, taste and nutrition value are related to the preference for biscuits.

You are required to:

Answer the research question by presenting the analytical summary related to the given regression output. (20 Marks)

(Total – 40 Marks)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928[a]	.860	.849	.69921	1.466

a. Predictors: (Constant), Preservation_Quality, Nutrition_Value, Taste

b. Dependent Variable: Preference

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.375	3	36.125	73.891	.000[a]
	Residual	17.600	36	.489		
	Total	125.975	39			

a. Predictors: (Constant), Preservation_Quality, Nutrition_Value, Taste

b. Dependent Variable: Preference

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.733	.301		2.436	.0
	Nutrition_Value	.295	.103	.284	2.865	.0
	Taste	.170	.103	.198	1.655	.1
	Preservation_Quality	.548	.118	.522	4.660	.0

a. Dependent Variable: Preference

02. Explain the research process. **(20 Marks)**

03. What are the basic types of sampling methods? Explain your answer by providing examples for each type of sampling methods. **(20 Marks)**

04. "Questionnaire is the tool used by the researcher or data collector to collect the relevant data for a research or a study". Discuss the statement by explaining the important steps in designing a questionnaire. **(20 Marks)**

05. Differentiate between open-ended questions and close-ended questions with their advantages and disadvantages. **(20 marks)**

06.

i) Define the term "Research Paradigm". **(05 Marks)**

ii) Write short notes on **any three (03)** of the following topics. **(15 Marks)**

a) Post-positivist (and positivist) paradigm

b) Interpretivist/Constructivist paradigm

c) Transformative paradigm

d) Pragmatic paradigm

(Total – 20 Marks)

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