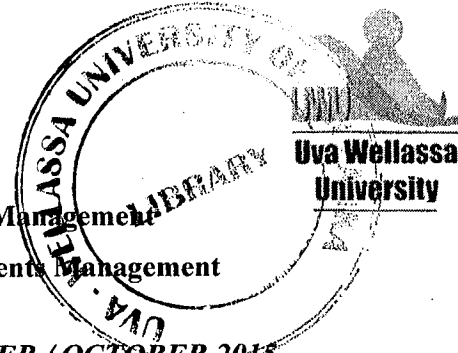


**Uva Wellassa University**  
**Faculty of Management**

**Bachelor of Business Management in Entrepreneurship and Management**  
**Bachelor of Business Management in Hospitality, Tourism and Events Management**



**THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015**

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

**Instructions to candidates:**

No. of pages : Two (02)  
No. of questions : Six (06) Essays  
Time : 02 Hours  
Marks allocated : 100 Marks

**Index No:**

**Answer any two (02) questions from part A and any two (02) questions from part B**

**Part A**

- (1) Explain the steps of research process. (25 marks)
- (2) Write short notes for following topics with examples.
- (a). Ethnography ( 5 marks )
  - (b). Group Interviews ( 5 marks )
  - (c). Key - Informant Interviews ( 5 marks )
  - (d). Case Studies ( 5 marks )
  - (e). Observation ( 5 marks ) (Total 25 marks)
- (3) A *paradigm* is a “worldview” or a set of assumptions about how things work. Explain following concepts with appropriate examples.
- (a). Paradigm language ( 5 marks )
  - (b). Post-positivist (and positivist) paradigm ( 5 marks )
  - (c). Interpretivist /constructivist paradigm ( 5 marks )
  - (d). Transformative paradigm ( 5 marks )
  - (e). Pragmatic paradigm ( 5 marks ) (Total 25 marks)

## Part B

- (4) "Questionnaire is the tool that used to collect primary data for a particular research study. Questionnaire itself should be designed carefully as the researcher first identifies the research objectives to be achieved when preparing questions, types and number of questions for the questionnaire." Do you agree with this statement? Justify your answer. (25 marks)
- (5) Differentiate between convenience sampling and judgmental sampling. In social science research, what is the applicability and importance of both these types? Explain your answer with example. (25 marks)
- (6) Write short notes on following topics. (5 marks for each)
- (a). Population
  - (b). Random Sampling
  - (c). Sampling Frame
  - (d). Secondary Data Sources
  - (e). Plagiarism

(25 marks)

