



Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce (Specialization in Accounting and Finance) 2014/2015 (August 2017)

(Proper / Repeat)

DAF 3103 Research Methodology in Accounting and Finance

Answer all questions

Time: Three Hours

1. (a) Describe meaning of the terms "Research" and "Characteristics of Research".
- (b) State five examples of researchable areas in the field of Accounting and Finance.
- (c) Explain the necessary steps of research process applied in social science researches.
- (d) Distinguish between "Correlational Research" and "Explanatory Research".

(20 Marks)

2. (a) Describe the meaning of the terms "study population" and "subject area" in relation to identifying research problem.
- (b) Write five examples of well-defined research problems in the field of Accounting and Finance.
- (c) What are aspects that a researcher should consider in selecting a research problem?
- (d) Describe the meaning of the term "Literature Review" and explain its importance in undertaking a research

(20 Marks)

3. (a) Distinguish between the terms "Concept" and "Variable".
- (b) Illustrate with examples how concepts are converted into variables measurement.
- (c) Describe the types of variables that can be identified in a cause and effect research model.
- (d) Describe the meaning of the term "Research Hypothesis" and evaluate its advantages of formulating in carrying out a research.

(20 Marks)

4. (a) Describe the meaning of the term "Research Design".
- (b) Write five examples of research titles which can be studied under cross sectional study design.
- (c) Differentiate the term "Experimental Study Design" from "Non-experimental Study Design" by illustrating an example.
- (d) Explain the meaning of the terms "Validity" and "Reliability" relation to carrying out researches.

(20 Marks)

5. (a) Illustrate with an example how a researcher design a data collection instrument using a Five Point Likert scaled questionnaire
- (b) Describe the systematic sampling method and evaluate the situation where such method becomes more appropriate.

- (c) Briefly describe the methods of data presentation and the relational statistics useable for data analysis in researches.
- (d) Briefly explain about the APA reference style.

(20 Marks)