

Eastern University, Sri Lanka
Faculty of Commerce and Management

**Third Year Second Semester Examination in Bachelor of Commerce (Specialization in
Accounting and Finance) 2009/2010 (January / February 2012)**
(Proper)

DAF 3103 Research Methodology in Accounting and Finance

Answer all questions

Time: Three Hours

1. (a) Explain how scholars describe meaning of the term "Research"
- (b) As a research student, how would you apply research methodology in finding solutions for problems in the field of Accounting and Finance?
- (c) Explain five qualities of scientific research methods.
- (d) Briefly explain the different types of researches classified from the view point of objectives.

(20 Marks)

2. (a) Explain the two basic aspects of a research problem.
- (b) Write five well defined research problems in the field of Accounting and Finance
- (c) Describe the steps in formulating a research problem
- (d) What is the importance of reviewing Literature for a research?

(20 Marks)



3. (a) What do you understand by the term "Operationalization"
- (b) Distinguish between "Concept" and "Variable"
- (c) What is the meaning of "Cause" and "Effect".
- (d) Failure to follow accounting principles causes immense confusion which in turn creates a number of problems for the organization. Those with vast experience in bookkeeping, however, are able to prevent the problems by taking timely corrective action. From the above case, define a research problem, identify variable and develop a conceptual frame work:

(20 Marks)

4. (a) Explain the basic function of a research design.
- (b) Distinguish between "Experimental study design" and "Experimental study design".
- (c) Discuss the relative advantages and disadvantages of Cross-Sectional study design.
- (d) The Financial Manager of the BPR plc thinks that the delays in preparing the financial reports are directly linked to the low level of Accounting knowledge and skills of staff working in the Accounting department. He would like to prove this to the board of directors through a research study. Recommend a suitable study design for his research.

(20 Marks)

5. (a) Discuss the advantages and disadvantages of interview as a method of data collection .
- (b) Evaluate the situations for which the 'Stratified Random Sampling' method could be more effective for data collection.
- (c) Briefly describe five methods of data presentation.
- (d) Briefly explain the descriptive statistics used for data analysis.

(20 Marks)

