

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN ACCOUNTING AND FINANCE
AFU5498 RESEARCH METHODOLOGY FOR ACCOUNTING
AND FINANCE
FINAL EXAMINATION – 2024 / 2025
DURATION – THREE (03) HOURS



DATE: 22nd NOVEMBER 2025

TIME: 1.30 pm – 4.30 pm

INSTRUCTIONS:

- Answer only FOUR (04) questions.
- Start each question from a new page.
- Handwriting should be legible.

Question No 01

- I. Discuss three key purposes of research in the context of Accounting and Finance, providing a brief, practical example for each. (06 Marks)
- II. Differentiate between qualitative and quantitative research highlighting at least three key differences between the two approaches. (10 Marks)
- III. Explain any three essential characteristics that define good research. (09 Marks)

Question No 02

- I. Explain what a literature review is and how it differs from a mere record or summary of past research findings. (10 Marks)
- II. Discuss how conducting a literature review helps the researcher move from the known to the unknown by identifying two key types of gaps that justify the need for a new study. (15 Marks)

Question No 03

“A recent study among public and private sector employees in Sri Lanka highlighted a worrying and negative trend associated with their financial well-being. The majority report high levels of stress due to unmanageable debt and an inability to meet long-term financial goals, indicating a widespread problem of poor financial well-being. Informal discussion with them suggests many employees lack foundational knowledge about budgeting and investment (financial education and awareness). Furthermore, the spending now, worry later financial attitude contributes to risky financial behaviour, such as reliance on high-interest loans. This situation poses a threat to both employee productivity and their economic stability.

Based on the case study above, assume you are a researcher tasked with investigating the problem.

- I. Define clearly the research problem of this case study. (05 Marks)
- II. List three research questions that would guide this study. (05 Marks)
- III. List three research objectives that this study seeks to achieve. (05 Marks)
- IV. Draw a conceptual framework for this study, showing the hypothesized relationship between independent variables (IVs) and the dependent variable (DV). (06 Marks)
- V. Write two testable hypotheses for the study based on the conceptual framework you developed. (04 Marks)

Question No 04

- I. Explain the concept of 'sample' and 'population' in the context of business research. (04 Marks)
- II. Why is sampling a necessary procedure in most large-scale research studies, even if it introduces some risk of error? State two primary reasons. (06 Marks)
- III. Explain the fundamental difference between Probability Sampling and Non-Probability Sampling based on the selection process and the probability of inclusion. (07 Marks)
- IV. Briefly describe any two specific Non-Probability Sampling techniques and discuss the major drawbacks of these techniques concerning the generalizability of the study. (08 Marks)

Question No 05

Write short notes for 5 of the following.

- I. Basic research vs Applied research
- II. Research Process
- III. Theoretical Framework
- IV. Research Methodology
- V. Mixed Method Design
- VI. Data Collection Method.

(05*05 Marks = 25 Marks)

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