

Date of Examination
29/11/2022

No of Questions	04
No of Pages	02



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INTAKE 38 – SECOND YEAR SECOND SEMESTER EXAMINATION - 2022
Bachelor of Science in Applied Data Science Communication
Research Methods and Research Presentations LB 2244

Answer all questions

Duration: 3 hours

Question 1:

(25 marks)

Choose five topics from below and write short notes. Give examples where necessary. (5 marks each)

- Descriptive and inferential statistics
- True experimental designs
- Mixed method design
- Sampling in qualitative research
- Independent samples t-Test
- Quantitative and qualitative research

Question 2:

(25 marks)

What do you understand by the term “research process”? With the aid of a diagram, describe what the research process involves.

Question 3:

(25 marks)

A research team wants to test the customer acceptance of a new online travel booking app. They want to plan an experimental study to investigate this question. One group uses the new app, whereas another group acts as a control group and uses the old app. The research wants to compare the customer acceptance of the new app in the first two weeks after it went live.

- a. Write down a research question for this study. **(3 marks)**
- b. Explain a suitable research design for this study with a diagram. **(7 Marks)**
- c. Explain how you will recruit participants. **(3 Marks)**
- d. Describe the data collection method/s that can be used and why they are suitable. **(7 Marks)**
- e. Explain the data analysis methods/procedures based on the data collection method/s you described in (d). **(5 Marks)**

Question 4

(25 marks)

- a. Explain when and where qualitative research methods can be used and discuss the advantages and disadvantages of them.
- b. Explain the main qualitative data-collection methods and how we analyse qualitative data.
- c. Study the following research idea. Imagine that you are planning research based on this idea. Explain how you will recruit participants. Discuss the qualitative data-collection methods that you will use and explain why they are suitable.

“Challenges faced by those who deliver takeaway food orders.”

~END OF THE PAPER~