

Eastern University, Sri Lanka  
Faculty of Commerce and Management

Third Year Second Semester Examination in Commerce (Specialization in  
Accounting and Finance)

2010/2011 (June 2013)

(Proper /Repeat)

DAF 3103 Research Methodology in Accounting and Finance

Answer All Questions

Time: 03 Hours

1. (a) Explain the meaning of the term "Research" citing some definitions given by scholars.
- (b) As an Accounting professional, identify the areas in the field of Accounting where the Research Methods shall be applied as a technique for solving problems.
- (c) Explain the basic qualities of scientific research methods.
- (d) Briefly explain the differences between 'Qualitative Research' and Quantitative Research".

(20 Marks)

2. (a) Explain the terms " Study Population" and " Subject Area" in relation to research problem.
- (b) State five well defined research problems in the field of Accounting
- (c) Explain with examples in the field of accounting how you would formulate "Research Questions" and "Research Objectives"
- (d) Explain the procedure for reviewing Literature for a research?

(20 Marks)

3. (a) Describe the process of "Operationalization"
- (b) Explain the different types of variables which can be identified in a "Cause and Effect" study
- (c) Describe the different types of hypotheses which can be constructed for researches.
- (d) From the following case, identify a research problem, develop a conceptual frame work, and formulate at least four hypotheses:

### **Management Accounting in Practice**

The management Accounting techniques, such as cost-volume-profit analysis, linear programming, network analysis, capital budgeting analysis and the like are theoretically very useful in financial decision making. But in practice the various business organizations adopt these techniques in different levels. It is believed that big firms largely apply the management accounting system in their business operations and likely to be successful, while small scale enterprises do not depend these sophisticated methods for making their business decisions and suffer from the failure of business attributed to the bad decisions. However it is true that some small firms are highly successful in the industry without adopting such formal management accounting practices.

(20 Mark)



- (a) "A good research design should ensure the Control of Variance" Explain this statement.
- (b) Describe the "Retrospective-Prospective" study design.
- (c) What are differences between "Causal" and "Correlational" studies?
- (d) The accountant of the LG plc thinks that the Computerized Accounting System would be more effective in financial control. However, he believes that some manual accounting procedures also could be more useful than computerized system. He would like to prove these assumptions to the board of directors through a research study.
- (i) Would this be a causal or a correlational study? Why?
  - (ii) Is this an exploratory, descriptive, or hypothesis-testing (analytical or predictive) study? Why?
  - (iii) What kind of a study would this be: field study, lab experiment, or field experiment? Why?
  - (iv) What would be the unit of analysis? Why?
  - (v) Would this be a cross-sectional or a longitudinal study? Why?

**(20 Marks)**

5. (a) Explain the three Principles of Sampling .
- (b) Evaluate the situations for which the 'Cluster Sampling" method could be more effective for data collection.
- (c) Briefly describe five methods of data presentation.
- (d) Briefly state the three areas of statistics used for data analysis.

**(20 Marks)**