

DO NOT REMOVE THE QUESTION PAPER FROM THE EXAMINATION HALL

UNIVERSITY OF LONDON

CENTRE FOR FINANCIAL AND MANAGEMENT STUDIES

MSc Examination

91DFMC353

FINANCE (BANKING)
FINANCE (ECONOMIC POLICY)
FINANCE (FINANCIAL SECTOR MANAGEMENT)
FINANCE (QUANTITATIVE FINANCE)
FINANCE AND FINANCIAL LAW
INTERNATIONAL BUSINESS ADMINISTRATION
PUBLIC POLICY AND MANAGEMENT

Research Methods

Specimen Examination

This is a specimen examination paper designed to show you the type of examination you will have at the end of this module. The number of questions and the structure of the examination will be the same, but the wording and requirements of each question will be different.

The examination must be completed in **THREE** hours. Answer **THREE** questions, at least **ONE** question from **EACH** section.

The examiners give equal weight to each question; therefore, you are advised to distribute your time approximately equally between three questions.

You should, where possible, illustrate your answers with references and/or practical examples from the module and from your own experience.

PLEASE TURN OVER

Section A

Answer at least **ONE** question from this section.

- You have been asked to conduct research into the likely public response to an increase in the price of water in a town of 200,000 people. Everybody pays the same \$0.05 per litre currently and the proposal is to raise this charge to \$0.10 per litre. The question you have been asked to answer is: 'what effect will the price rise have on the consumption of water?' The population is divided into three distinct areas: a downtown area for the low-income people, 60% of the population, a suburb for clerical and professional workers and a suburb for the very rich, who comprise 10% of the population. What is your research strategy?
- A company has been running an experimental performance-related-pay scheme, which has rewarded civil servants according to how many work permit applications each person processed during the preceding month. The CEO has asked you to conduct research that will tell her whether the scheme has been successful. How would you do the research? (You may refer to published work you have read.)
- Answer **BOTH** parts of the following question.
In surveys by MORI [Market and Opinion Research International], an opinion polling company, public satisfaction with the way their area was policed was shown to have declined. The summary results are shown:

Are you satisfied or dissatisfied with the way your area is policed?

	Satisfied	Dissatisfied	No opinion	Net
	%	%	%	± %
1981	75	23	2	+52
1983	70	25	5	+45
1985	67	23	10	+44
1987	59	25	16	+34
Apr 1989	58	31	11	+27
Nov 1989	64	22	14	+42
1992	51	35	14	+16
Jan 1993	51	35	14	+16
Jul 1993	59	28	13	+31
1999	69	21	10	+31
Apr 2000	53	33	14	+20
Jul 2000	52	33	15	+19
2001	43	50	7	-7

Source: MORI

- a) Has the public's satisfaction with policing declined to such an extent that the authorities should have been worried in 2001? (25% of the marks)
- b) How would you conduct further research to find out the reasons for the dissatisfaction? (75% of the marks)

4. A company has asked you to design a piece of research on attitudes to overseas postings. They have some ideas about what might affect employees' responsiveness to relocation, expressed as hypotheses and shown below.

- Respondents will be more willing to accept an expatriate assignment in a culturally similar than in a culturally dissimilar host country
- Age will be negatively related to willingness to accept an expatriate assignment, particularly in a culturally similar host country
- Women will be less willing to accept an expatriate assignment than men, particularly in a culturally dissimilar host country.
- The presence of schooling children will be negatively related to willingness to accept an expatriate assignment, regardless of the cultural similarity or dissimilarity of the host country
- The presence of dual-income family will be negatively related to willingness to accept an expatriate assignment, regardless of the cultural similarity or dissimilarity of the host country.
- How would you conduct research to test these hypotheses? (You may refer to the published work you have read as part of the module, from the module casebook)

5. Boubakri and Cossett wrote an article 'The financial performance of newly privatised firms: evidence from developing countries' (which was reprinted in your casebook). They conclude: "... our results...suggest that, both in developing and developed countries, newly privatized firms improve their performance."
How did their research support this conclusion?

Section B

Answer at least ONE question from this Section.

6. In which circumstances is it better to use quantitative research and when is it better to use qualitative? Illustrate your answer with examples from published research.

PLEASE TURN OVER

7. ***EITHER***

- a) Write short notes on **five only** of the following topics:
- i) Constructionism
 - ii) Positivism
 - iii) Designing questionnaires
 - iv) Participatory Action research
 - v) Hypothesis testing
 - vi) Validity
 - vii) Inductive and deductive research.

OR

- b) Write short notes on **five only** of the following
- i) probability distributions
 - ii) the null hypothesis
 - iii) statistical significance with $P < 0.05$
 - iv) non-parametric testing
 - v) R^2
 - vi) Interpret a 95% Confidence Interval with values [11.05, 14.47]
 - vii) If $z = 15.4$ and decision rule for test is $z < -1.96$ or $> +1.96$, what is your decision

8. Which research questions can best be answered by an ethnographic approach, and how is ethnographic research conducted?

[END OF EXAMINATION]