

Eastern University, Sri Lanka
Faculty of Commerce and Management
Third Year Second Semester Examination -2021/2022
Bachelor of Commerce Hons in Business Economics
(August/September, 2024)(Proper/Repeat)

ECN 3063: Research Methodology in Business Economics

Answer all questions

Time: Three Hours

- i. State what is meant by research, and briefly explain **any two** of the following qualitative research methods
- a) Ethnographic research
 - b) Content Analysis Research
 - c) Focus Group Research
 - d) One-on-one online interview
- (07 Marks)
- ii. Briefly explain **any two** of the following quantitative research methods.
- a) Survey research
 - b) Correlational research
 - c) Causality analytical research
 - d) Experimental research
- (07 Marks;)
- iii. Explain **any two** of the following outputs by research.
- a) Analyzing
 - b) Prediction
 - c) Description
 - d) Exploration
- (06 Marks)
- (Total 20 Marks)
- i. Briefly explain the role of Keywords in the process of topic selection in a research.
- (06 Marks;)
- ii. Briefly explain how far the question forms such as What? Where? When? Who? Why? How? are supportive to a researcher in a research topic selection process.
- (07 Marks)
- ii. Define Research Objective and Research Question, and show how both are integrated with research problem.
- (07 Marks)

(Total 20 Marks)

- 3.
- i. What is meant by literature review? What are the procedures that a researcher has to follow for a sound literature review? (06 M)
 - ii. Briefly explain the advantages to a researcher by conducting a proper literature review. (08 M)
 - iii. Differentiate Narrative Citation Approach from Parenthetical Citation Approach with appropriate examples. (06 M)
- (Total 20 M)
- 4.
- i. Distinguish between Quantitative and Qualitative data with appropriate examples. (05 M)
 - ii. List out sampling methods and briefly explain any two of them. (05 M)
 - iii. State how time series data differs from cross section data. (04 M)
 - iv. Are time series data always suitable for Regression Analysis? Why? (06 M)
- (Total 20 Mar)
- 5.
- i. What is meant by Likert scale analysis? Briefly explain for what types of research this method becomes appropriate. (07 Ma)
 - ii. Explain with examples the Dimension, Variables and Indicators that are handled in Likert scale analysis. (07 Ma)
 - iii. Briefly explain Cronbach's Alpha validity measures and its importance in Likert Scale analysis (06 M)
- (Total 20 Mark)