Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce Honours

2021/2023 (August 2024) (Proper / Repeat)

COM 3093 Research Methodology in Commerce

Answer all questions   Time: One Hour   Index No....................

Part I

Mark 'X' in a cage for the answer chosen.

Question No.	(a)	(b)	(c)	(d)	(e)
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1. Which of the following does not refer to the term "Research"?

   (a) A careful, systematic, and patient study.

   (b) A structured inquiry that utilizes acceptable scientific methodology.

   (c) A systematic investigation to find answers to a problem.

   (d) A process for collecting, analyzing and interpreting information to answer questions.

   (e) None of the above.

2. The character of valid and verifiable in research implies that

   (a) Any conclusions drawn are based upon hard evidence gathered from information collected from real-life experiences or observations.

   (b) The researcher must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified.

   (c) The procedures adopted to undertake an investigation follow a certain logical sequence.

   (d) Setting up the study in a way that minimizes the effects of other factors affecting the relationship.

   (e) All of the above.

3. An explanatory research attempts to

   (a) Describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, the living conditions of a community, or describes attitudes towards an issue.

   (b) Discover or establish the existence of a relationship / association / interdependence between two or more aspects of a situation.

   (c) Clarify why and how there is a relationship between two aspects of a situation or phenomenon.

   (d) Explore an area where little is known or to investigate the possibilities of undertaking a particular research study.

   (e) do all of the above.

4. Which of the following is an item in planning a research design?

   (a) Identifying a broad field or subject area of interest to the researcher.

   (b) Defining a Problem Statement.

   (c) Raising Research Questions.

   (d) Formulating Objectives.

   (e) Constructing a data collection instrument.

5. Which of the following is a feature of a quantitative research?

   (a) It covers multiple issues assembling required information from many respondents.

   (b) It describes the extent of variation in a phenomenon, situation, and issue.

   (c) It can use a small sample size.

   (d) It explores experiences, meanings, perception, and feelings.

   (e) None of the above.

6. The variable that can explain variations in another variable in the cause-and-effect model is called as

   (a) Intervening Variable.

   (b) Independent Variable.

   (c) Dependent Variable.

   (d) Extraneous Variable.

   (e) Moderating Variable.

7. Which of the following is an example for a correlational study?

   (a) The description of treatment methods for controlling spread of Monkey Pox.

   (b) The measurement of industrial pollution and climate changes.

   (c) The attitude of people towards media regulations.

   (d) The impact of traffic regulations on road accidents.

   (e) The quality assurance of a service provided by an organisation.

8. The most appropriate design for measuring the impact or effectiveness of a skills development programme for employees is

   (a) After only study design.

   (b) Before and after study design.

   (c) A non-experimental study design.

   (d) A cause and effect study.

   (e) Cross Sectional Study design.

9. Which of the following cannot be best described as a Polytomous variable?

   (a) Gender

   (b) Education

   (c) Weather

   (d) Civil Status

   (e) Religion

10. A researcher studies the determinants of entrepreneurial intention among graduates. She develops a model that suggests family background as an important variable. She conceptualizes that family background has an impact on graduates by increasing their motivation to start a business. Thus, in her model, it is assumed greater the family support bigger the confidence of graduate, which in turn creates their entrepreneurial intention. What is the mediating variable in this study?

    (a) Family background.

    (b) Confidence.

    (c) Entrepreneurial intention.

    (d) Motivation.

    (e) Nothing.

11. What is the dependent variable in this study given above (10)?

    (a) Family background.

    (b) Confidence.

    (c) Entrepreneurial intention.

    (d) Motivation.

    (e) Nothing.

12. What is the independent variable in this study given above (10)?

    (a) Family background.

    (b) Confidence.

    (c) Entrepreneurial intention.

    (d) Motivation.

    (e) Nothing.

13. What is the moderating variable in this study given above (10)?

    (a) Family background.

    (b) Confidence.

    (c) Entrepreneurial intention.

    (d) Motivation.

    (e) Nothing.

14. Which of the following is not a disadvantage of questionnaire in data collection?

    (a) Its application is limited to a study population that can read and write.

    (b) Questionnaires are notorious for their low response ratés.

    (c) With mailed questionnaires respondents may consult other people before responding

    (d) A questionnaire cannot elicit spontaneous answers from respondents.

    (e) Questionnaire method provides greater anonymity.

15. Which is not an operational step of the eight step model of the research process?

   (a) Formulation of a research question.

   (b) Selecting a sample.

   (c) Collecting Data.

   (d) Writing a research report.

   (e) Publishing the research.

16. Which of the following is not a function of a literature review?

   (a) To identify a research problem.

   (b) To provide reliable research findings.

   (c) To improve the subject knowledge.

   (d) To provide a theoretical background to the study.

   (e) To facilitate duplication of a study.

17. When a researcher asks a scheduled set of questions, using the same wording and order of questions as specified in the interview schedule it is known as

   (a) Structured interview.   (d) Interview.

   (b) In-depth interviews.   (e) Interview schedule.

   (c) Focus group interview.

18. If the study is about issues that respondents may feel reluctant to discuss with an investigator, which method may be the better choice to ensure anonymity?

   (a) Structured interview.

   (b) In-depth interviews.

   (c) Observation.

   (d) Narratives.

   (e) Questionnaire.

19. Which of the following is not an advantage of interview method for data collection?

   (a) In an interview situation it is possible for an investigator to obtain in-depth information by probing.

   (b) An interview can be used with almost any type of population; children handicapped, illiterate, or the very old.

   (c) The quality of data depends upon the quality of the interviewer.

   (d) It is less likely that a question will be misunderstood as the interviewer can either repeat a question.

   (e) In an interview Information can be supplemented.

20. What is the attitudinal scale that calculates a 'weight' or 'attitudinal value' for each statement, where the weight for each statement is calculated on the basis of rating assigned by a group of judges.?

(a) Likert Scale.

(b) Thurston Scale.

(c) Guttman Scale.

(d) Equal-Appearing Interval scale.

(e) Cumulative scale.

21. The degree to which different test items or parts of an instrument that measure the same construct yield similar results is referred as

(a) Reliability.

(b) Validity.

(c) External Consistency.

(d) Internal Consistency.

(e) Degree of Accuracy.

22. Which type of validity requires that the coverage of the issue or attitude should be balanced and each aspect should have similar and adequate representation in the questions or items?

(a) Face Validity.

(b) Content Validity.

(c) Concurrent Validity.

(d) Construct Validity.

(e) Predictive Validity.

23. Which type of validity is determined by ascertaining the contribution of each aspect to the total variance observed in a phenomenon?

(a) Face Validity.

(b) Content Validity.

(c) Concurrent Validity.

(d) Construct Validity.

(e) Predictive Validity.

24. The greater the degree of consistency and stability in an instrument, the greater its

(a) Reliability.

(b) Validity.

(c) External Consistency.

(d) Internal Consistency.

(e) Degree of Accuracy.

25. The split-half technique is used as

   (a) A Reliability test.

   (b) A Validity test.

   (c) An External Consistency procedure.

   (d) An Internal Consistency procedure.

   (e) An Accuracy test.

26. Which of the following assesses the external consistency of an instrument.

   (a) Test-Retest

   (b) Cronbach's alpha

   (c) Kuder-Richardson Formula 20 (KR20)

   (d) Person separation reliability (R)

   (e) None of the above.

27. A group of respondents are presented with a set of statements designed to measure optimistic and pessimistic mindsets. They must rate their agreement with each statement on a scale from 1 to 5. If the test is internally consistent, an optimistic respondent should generally give high ratings to optimism indicators and low ratings to pessimism indicators. The correlation is calculated between all the responses to the "optimistic" statements, but the correlation is very weak. This suggests that the test has

   (a) low internal consistency

   (b) high internal consistency

   (c) low external consistency

   (d) high external consistency

   (e) low reliability.

28. In the case that if it becomes difficult and expensive to identify each sampling unit because the population is large which sampling method is more appropriate?

   (a) Accidental Sampling.

   (b) Purposive Sampling.

   (c) Quota Sampling.

   (d) Cluster Sampling.

   (e) Stratified Sampling.

29. What is an effective way of visually displaying the magnitude of each subcategory of a variable?

(a) By Histogram.

(b) By Bar Chart.

(c) By Pie Chart.

(d) By Table.

(e) By Scatter gram.

30. Which statements are true in the following cases about the correlation analysis?

A. The most commonly used relational statistic is correlation and it is a measure of the strength of some relationship between two variables, not causality.

B. Correlation coefficients are statistics which can help to describe data sets which contain variables measured at the interval and ratio levels.

C. Interpretation of a correlation coefficient allows the slightest hint of causality.

D. A correlation of -0.58 is stronger than a correlation of 0.43.

(a) Only A and B are true.

(b) Only A and C are true.

(c) Only B and D are true.

(d) Only A, B, and D are true.

(e) All are true.

$(1\frac{1}{3}$ X 30 = 40 Marks)

8

Answer all questions   Time: Two Hours

Part II

01.

(a) Write a definition of the term "Research" given by a scholar.

(b) Briefly state five characteristics of a good research.

(c) What are the stages of a research process?.

(d) Illustrate the steps involved in research process in social sciences with the diagram.

(12 Marks)

02.

(a) What is the meaning of the term "Research Problem"?

(b) Briefly explain the steps in formulating a research problem using an example in your field of study.

(c) State the basic functions of the literature review.

(d) Write five benefits of conducting a literature review for a research.

(12 Marks)

03.

(a) Distinguish between the meanings of the terms 'Concept' and 'Variable' giving some examples in the field of commerce.

(b) In cause and effect study the research can identify different types of variables. Explain such variables using diagram as follows and examples in the field of commerce or entrepreneurship.
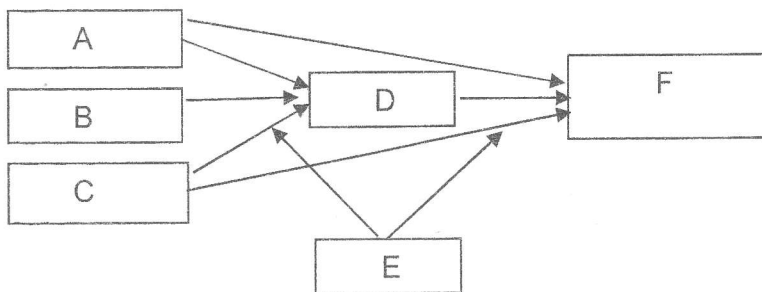
(c) List out five 'Non-Random Sampling" methods used for research purpose.

(d) Briefly explain the use of "Snowball Sampling" for research.

(12 Marks)

04.

(a) State three advantages and three disadvantages of questionnaire method of data collection.

(b) What are the two basic functions of a research design?

(c) Write two examples of research titles in the field of commerce and entrepreneurship which can be studied under the cross sectional study design.

(d) Write a definition for "Validity" given by a scholar.

(12 Marks)

05.

(a) Briefly state the four ways of communicating and displaying the analysed data.

(b) What are the descriptive statistics used in data analysis for a research?

(c) What is the difference between the uses of correlation analysis and regression analysis in research?

(d) Write five contents to be included in a research proposal.

(12 Marks