

Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce 2016/2017

(July 2019) (Proper / Repeat)

COM 3043 Research Methodology in Commerce

Answer all questions

Time: Three Hours

- (a) Explain the characteristics that a process of collecting, analysing and interpreting information to find solutions for problems to be called research.
- (b) Identify two problems in the field of business which can be found solutions by applying research methodology.
- (c) A research process includes three phases, deciding, planning and undertaking, which are broken into many steps. Illustrate it diagrammatically.
- (d) The typology of research can be looked at from three perspectives: application, objectives and the enquiry process. Briefly describe the types of research from the point of view of objectives.

(20 Marks)

- (a) Briefly explain how research problems are connected to people and subject areas citing examples in the field of commerce.
- (b) The process of formulating a research problem consists of a number of steps. Briefly explain them with examples in the field of business.
- (c) Write five well defined research problems in the field of Business as interrogative statements (Questioning format).
- d) Explain how the literature review helps a researcher in every operational step of research process.

(20 Marks)

3. (a) Measurability is the main difference between a concept and a variable. Explain.
- (b) Explain the process of operationalization of concept using an example from the field of business.
- (c) From the viewpoint of the causal relationship, there are four types of categorising variables. Explain such variables.
- (d) Distinguish between nominal scale variables and ordinal scale variables.
4. (a) A research design has two main functions. Briefly explain them.
- (b) The Cross Sectional study design is best suited to studies which aim at finding out the prevalence of a phenomenon, situation, attitude or issue, by taking a cross-section of the population. Give examples of research titles in the field of business which can be studied under this study design.
- (c) Identify the types of study design based on number of contacts in the following examples of research problems:
- (i) Consumer satisfaction with a product
 - (ii) A study on the changes in the incidence of dengue fever in Sri Lanka
 - (iii) The attitudes of undergraduate students towards the facilities available in the Universities

(iv) The impact of incentives on the productivity of the employees of government organization

(v) The effect of an advertisement on the sale of a product

(vi) The relationship between the home environment and the academic performance of students

(d) Observation is one way to collect primary data. There are many situations in which observation is the most appropriate method of data collection. Discuss such situations in the field of business.

(20 Marks)

5. (a) Briefly explain the functions of attitudinal scales in measurement of attitude in quantitative researches.

(b) The concept of appropriateness and accuracy as applied to a research process is called "Validity". Briefly explain the types of validity.

(c) In stratified random sampling the researcher attempts to stratify the population in such a way that the population within a stratum is homogeneous with respect to the characteristic on the basis of which it is being stratified. Illustrate schematically the procedure for selecting a sample in this method with an example.

(d) A research proposal is an overall plan, scheme, structure and strategy designed to obtain answers to the research questions or problems that constitute the research project. List out the contents of such research proposal.

(20 Marks)