

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business

Administration (Specialization in Marketing Management) -2016/2017

(July/August 2019) (Proper/Repeat)

MKT 3073: Research Methodology in Marketing Management

Answer all five (05) questions

Time: 03 hours

- Q1. Read the following abstract of a research on “Impact of brand personality determinants towards purchasing intention: a study on branded umbrella products in Sri Lanka,” and answer the questions given below.

Abstract

All Marketing Managers are trying to win the market by differentiating their products among the customers by using the product and brand related factors. Among those factors brand personality is still critical factor to those marketing managers to create the differentiation in the market. Therefore, the purpose of this study is to explore the relationship of brand personality determinants and purchase intention with referring to the Sri Lankan branded umbrella products. The convenience sampling method was used to collect the primary data. A total of 100 questionnaires were distributed among the umbrella consumers and collected the primary data based on researcher administrated method. Respondent rate is 100%. Multiple regression analysis used to test the hypotheses. The primary data collected only from Kandy and Colombo Districts among the age limit of 15-45 years' umbrella consumers with targeting the only 100 consumers to analysis. The lack of generalization of this study is that it is limited to the branded umbrella industry. Findings of this studies are Excitement and Ruggedness positively affect to the purchasing intention referring to the branded umbrella products of Sri Lanka. Sincerity, Competence and Sophistication are not positively affected to the purchasing intention referring to the branded umbrella products of Sri Lanka.

Questions:

- a.) Identify the research problem for the above abstract and state the rationale behind your explanation.

(05 Marks)

- b.) Develop the research questions that could be used as guide to this study. (06)
- c.) Construct the conceptual framework for this study. (06)
- d.) Based on the conclusion in this abstract what are the hypotheses that would have been formulated by the researcher? (05)

(Total Marks)

Q2)

- a.) *“Research is systematic inquiry designed to further our knowledge and understanding of a subject.”*

Based on this statement define the term “Research” and explain the systematic steps that are logical in order. (07)

- b.) *Identify and briefly explain the various types of research*

- c.) *“The purpose of research is to discover answers to questions through the application of scientific procedures.”*

Based on the above statement briefly explain the characteristics of high quality research. (08)

(Total Marks)

- Q3 a.) *“A research problem refers to some difficulty that a researcher experiences in a context of either a theoretical or practical situation and wants to obtain a solution for the same.”*

Based on the above statement list and briefly explain the considerations for selecting a research problem. (08)

- b.) *“A research study can ask many types of questions”*

In view of the above statement, list and explain the different types of research questions with appropriate examples. (08)

- c.) *“Research design is needed because it facilitates the smooth sailing of the research process”*

research operations.”

Define the term “Research design” and explain the features of a good research design.

(05Marks)

(Total Marks 20)

- Q4 a.) *“Most methods of data collection can be used in both qualitative and quantitative research”*

Based on the above information define and differentiate qualitative and quantitative methods of data collection.

(06Marks)

- b.) *“The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.”*

Considering the above statement, list and explain the major primary data collection methods with appropriate example.

(08Marks)

- c.) List and explain the advantages and disadvantages of secondary data.

(08Marks)

(Total Marks 22)

Q5

- a.) *“Measurement is the process of assigning numbers or labels to objects, persons, states, or events in accordance with specific rules to represent quantities or qualities of attributes.”*

Based on the above statement, explain the Common Response Formats.

(10 Marks)

- b.) *“Measurement should be precise and unambiguous in an ideal research study. Sound measurement must meet the tests of three major considerations”*

Based on the above statement, list and explain the three major considerations one should use in evaluating a measurement tool.

(06 Marks)

(Total Marks 16)