



Eastern University, Sri Lanka
Faculty of Commerce and Management

Special Examination in Bachelor of Business Administration / Commerce –
2008/2009 & 2009/2010 (Feb / March 2011)

MGT 4142 Research Methodology in Business Administration

Answer All Questions

Time: 02 Hours

1. (a) What do you understand by the term "Research"
(b) What are the areas where "Research Methodology" shall be applied as a tool for problem solving?
(c) "A research should be a systematic one" Explain it.
(25 Marks)
2. (a) Explain the first three steps of a Research Process
(b) What is meant by "Study Population"?
(c) Write five well defined research problems in your field of study
(25 Marks)
3. (a) What is the importance of "Literature Review"?
(b) Illustrate the Cause and Effect Study with an example
(c) Distinguish between the terms "Reliability" and Validity"
(25 Marks)
4. (a) Briefly explain the "Cross Sectional Study Design"
(b) What are the disadvantages of collecting data by the questionnaire method?
(c) Briefly explain Stratified Random Sampling method
(25 Marks)