

Eastern University, Sri Lanka
Faculty of Commerce and Management
Third Year ^{Second} Semester Examination in BCOM-2017/18
Specialization in Business Economics
(January, 2020)
ECN 3093 Research Methodology in Business Economics

Answer all questions

Time: 03 Hours

1.
 - i. What is meant by research? What are the motivations for conducting research? (05 Marks)
 - ii. Distinguish between qualitative research and quantitative research (05 Marks)
 - iii. Briefly explain the purposes of research (05 Marks)
 - iv. What is meant by problem-based research? Why it is important in Business Economics researches? (05 Marks)

(Total 20 Marks)

2.
 - i. What is meant by Research Problem? How is a research initiated from research problem? Give example (04 Marks)
 - ii. Giving appropriate example, distinguish between Research Objective(s) and Research Questions(s) (04 Marks)
 - iii. Draw hypothetical conceptual framework on the following research topics.
 - a. Effectiveness of Microfinance in Batticaloa District
 - b. Determinants of demand for fresh milk in Polonnaruwa District
 - c. Factors influencing on successful brand extension of product x(06 Marks)
 - iv. What is meant by Operationalization? Briefly explain with example the use of Concepts, Dimensions and Indicators in a research. (06 Marks)

(Total 20 Marks)

3.
 - i. What is meant by literature survey? Briefly explain how literature study is important for a researcher. (06 Marks)
 - ii. Show how you would cite the following publications in your research work at the beginning and ending of the sentences. (Follow the Harvard citation rule).

1. Arellano, C., Bulir, A., Timothy, D. and Lipschitz, L. (2009), "The dynamic implications of foreign aid and its variability", *Journal of Development Economics*, Vol. 88 No. 1, pp. 87-102.

2. Asiedu, E., Jin, Y. and Nandwa, B. (2009), "Does foreign aid mitigate the adverse effect of expropriation risk on foreign direct investment?", *Journal of International Economics*, Vol. 78, pp. 268-75.

3. Chauvet, L. (2002), "Socio-political instability and the allocation of international aid by donors", *European Journal of Political Economy*, Vol. 19 No. 1, pp. 33-59.

iii. How would you distinguish between qualitative data and quantitative data? Give examples (06 Marks)

iv. Define with hypothetical example the time series data, cross section data and panel data (04 Marks)

4.

i. What is Likert Scale? Briefly explain in what kind of researches this method is applicable. (06 Marks)

ii. 'Indicators of Dimensions have to be considered when a questionnaire prepared for Likert scale analyses. Briefly explain this statement with an example. (06 Marks)

iii. What is Regression analysis? Write a hypothetical Regression model for a research by incorporating appropriate variables for three types of data (Quantitative, Qualitative and Dummy) and explain. (08 Marks)

5.

i. What is meant by time series data? List out the characteristics of time series data (05 Marks)

ii. Distinguish between lag order and first difference in time series. (05 Marks)

iii. Briefly explain why simple OLS is not always applicable in handling time series data. (05 Marks)

iv. What is Unit root analysis? Briefly explain why it is important in time series analysis. (05 Marks)

Total 20 Marks