

Eastern University, Sri Lanka
Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce 2009/2010

(January / February 2012)

(Proper)

COM 3043 Research Methodology in Commerce

Answer all questions

Time: Three Hours



- (a) Explain how scholars describe meaning of the term "Research"
- (b) As a research student, how would you apply research methodology in finding solutions for problems in the field of Commerce?
- (c) Explain five qualities of scientific research methods.
- (d) Briefly explain the different types of researches classified from the view point of objectives.

(20 Marks)

- (a) Explain the two basic aspects of a research problem.
- (b) Write five well defined research problems in the field of Commerce
- (c) Describe the steps in formulating a research problem
- (d) What is the importance of reviewing Literature for a research?

(20 Marks)

3. (a) What do you understand by the term "Operationalization"
- (b) Distinguish between "Concept" and "Variable"
- (c) What is the meaning of "Cause" and "Effect".
- (d) It is observed in the Eastern Province of Sri Lanka that most of the small business ventures are closed within a short time after their start up. Absence of proper business plan, lack of capital, poor entrepreneurial skills and low competitiveness are observed as significant causes for this situation.
From the above case, define a research problem, identify variables and develop a conceptual frame work:

(20 Marks)

4. (a) Explain the basic function of a research design.
- (b) Distinguish between "Experimental study design" and "Non-Experimental study design".
- (c) Discuss the relative advantages and disadvantages of Cross-Sectional study design.
- (d) The Marketing Manager of the BPR plc thinks that the delays in delivering the products to customers are directly linked to the lack of skills of staff working in the packing department. He would like to prove this to the board of directors through a research study. Recommend a suitable study design for his research.

(20 Marks)

5. (a) Discuss the advantages and disadvantages of observation as a method of data collection .
- (b) Evaluate the situations for which the 'Stratified Random Sampling' method could be more effective for data collection.
- (c) Briefly describe five methods of data presentation.
- (d) Briefly explain the descriptive statistics used for data analysis.



(20 Marks)