Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce

2010/2011 (June 2013)

(Proper/Repeat)

COM 3043 Research Methodology in Commerce
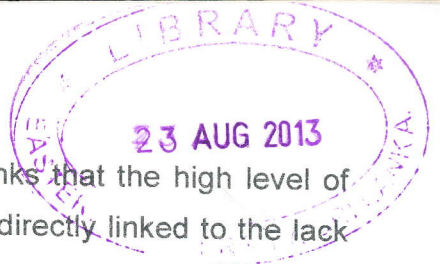
Answer all questions

Time: Three Hours

1. (a) How do you define the term "Research"

   (b) Indicate the areas in the business field where the research methods can be applied for solving problems.

   (c) Explain the basic qualities of scientific research methods.

   (d) Distinguish between Pure Research and Applied Research.

   (20 Marks)

2. (a) Explain the terms " Study Population" and " Subject Area" in relation to research problem.

   (b) Write five well defined research problems in the field of Commerce

   (c) Describe the steps in formulating a research problem

   (d) Explain the procedures for reviewing Literature for a research.

   (20 Marks)

3. (a) What do you understand by the term "Measurement of Variables"

   (b) Distinguish between "Concept" and "Construct"

   (c) Explain the different variables classified from the viewpoint of the study design.

   (d) Explain how an ordinal scale of measurement differs from an interval scale.

   **(20 Marks)**

4. (a) Explain the term 'Control of Variance".

   (b) Illustrate the "Double Control Group" study design.

   (c) A manager finds that computerizing the factions of his department has a great impact on the organizational productivity. However, he also observes that employees working in his department have diverse attitudes among themselves towards computerizing their works. He would like to prove this through a research study.

   (i) Would this be a causal or a correlational study? Why?

   (ii) Is this an exploratory, descriptive, or hypothesis-testing (analytical or predictive) study? Why?

   (iii) What kind of a study would this be: field study, lab experiment, or field experiment? Why?

   (iv) What would be the unit of analysis? Why?

   (v) Would this be a cross-sectional or a longitudinal study? Why?

(d) The Production Manager of the AMP plc thinks that the high level of wastage in raw material handling process is directly linked to the lack of skills of staff working in the raw material 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) Distinguish between "Concurrent Validity and Predictive Validity?

(b) What are the external consistency procedures which a researcher can use to determine the reliability of an instrument? Briefly describe one of them

(c) What are the advantages and disadvantages of Quota sampling? Distinguish it from accidental sampling

(d) Explain the seven steps in constructing a Likert scale questionnaire.

(20 Marks)