



Eastern University, Sri Lanka  
Faculty of Commerce and Management  
Final Year First Semester Examination in Bachelor of Commerce-  
2009/2010(August 2011)  
(Proper/ Special Repeat)

COM 4112 Research Methodology in Commerce

Answer All Questions

Time: 02 Hours

- (a) What do you understand by the term "Research"?
- (b) As a student in the field of Commerce how do you apply "Research Methodology"?
- (c) What are the basic features of a good research?

(25 Marks)

- (a) Describe the different steps in a Research Process.
- (b) What do you understand by the term "Research Problem"?
- (c) Write five examples for research problems in your field of study.

(25 Marks)

- (a) Explain the process of Operationalization of Variables giving examples.
- (b) Illustrate a correlation study with an example.
- (c) Distinguish between "Nominal Scale" and "Ordinal Scale" in relation to measurement of variables.

(25 Marks)

- (a) What do you understand by the term "Experimental Study Design"?
- (b) Discuss the advantages of collecting data by interview.
- (c) Describe the different data presentation methods used for a research.

(25 Marks)