



Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year- First Semester Examination in Commerce- 2007/2008

COM 4112 Research Methodology in Commerce

Answer All Questions

Time: 02 Hours

1. (a) How does Kerlinger (1986) define the term "Research" ?  
(b) What are the basic characteristics of a Research?  
(c) Identify the different types of researches in social sciences

(20 Marks)

2. (a) What do you understand by "Research Process" ?  
(b) How can you identify research problems from different sources?  
(c) Using examples briefly explain the terms "Problem Statement", "Research Questions", and "Research Objectives"

(20 Marks)

3. (a) Briefly describe the variables which can be classified from the view point of cause and effect?  
(b) Distinguish among Constant, Dichotomous, Polytomous variables  
(c) What are the four types of measurement scale? Briefly explain each of them giving examples

(20 Marks)

4. (a) What is a Research Design?  
(b) Distinguish between "Experimental Study Design" and "Non-Experimental Study Design"  
(c) What is a Sample? How do you categorize the different sampling methods used for research? Briefly describe one of them

(20 Marks)

5. (a) Briefly discuss the relative advantages and disadvantages of using questionnaires for data collection  
(b) Describe the procedures for constructing a Likert scale  
(c) What would you include in a research proposal? Suppose that you plan to study the impact of technological advancement on employment level in Sri Lanka and what would you include in the preamble/ introduction part of your proposal?

(20 Marks)