



Eastern University, Sri Lanka
Faculty of Commerce and Management

Final Year- First Semester Examination in Business Administration-
2008/2009(Sep'2009)(Proper)
MGT 4142 Research Methodology in Business Administration

Answer All Questions

Time: 02 Hours

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1. (a) How does Burns (1994) define the term "Research" ?
(b) How do different people in a society apply "Research Methodology"?
(c) "To qualify a research as a research, it must have a characteristic of being controlled" Explain it.

(18 Marks)

2. (a) Briefly explain the three stages in a Research ?
(b) "Every research problem has two aspects" Explain them.
(c) Distinguish between "Managerial Problem" and "Research Problem"

(18 Marks)

3. (a) How would you convert Concepts into Variables? Explain with an example
(b) Distinguish between "Extraneous Variable" and "Intervening Variable"
(c) How does "Ordinal Scale" differ from "Interval Scale"?

(18 Marks)

4. (a) What are the main functions of a Research Design?
- (b) Briefly describe the study designs classified based on the number of contacts
- (c) What do you understand by "Experimental Study Design"?

(18 Ma

5. (a) What are the problems with using observation as a method of data collection
- (b) Briefly state the different types of Unstructured Interviews
- (c) Briefly explain the three methods of administering a questionnaire
- (d) What would you include in a research proposal? Suppose that you plan to study the impact of Leadership on the Organizational Performance in Sri Lankan firms and what would you include in the preamble/ introduction part of your research proposal regarding the study?

(28 Ma