Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year- First Semester Examination in Business Administration

(Specialization in Marketing Management) - 2008/2009 (Sep'2009)(Proper)

MKT 4123 Research Methodology in Marketing Management

Answer All Questions   Time: 03 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.

   (d) Briefly explain the different types of researches in social sciences from perspectives of objectives

                                                            (20 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"

   (d) What is the importance of Literature Review in a research?

                                                            (20 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"?

   (d) What are the functions of a hypothesis in researches?

                                                            (20 Marks)

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4.   **(a)**   What are the main functions of a Research Design?

      (b)   Briefly describe the study designs classified based on the number of contact

      (c)   What do you understand by "Experimental Study Design"?

      (d)   What are three Principles of Sampling?

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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 s

          on the Customer Satisfaction with the services rendered by the Comme

          Banks in Sri Lanka, and what would you include in the preamble/ introdu

          part of your research proposal regarding this study?

(20 Ma