



Eastern University, Sri Lanka  
Faculty of Commerce and Management

Final Year- First Semester Examination in Business Administration  
(Specialization in Marketing Management) - 2007/2008  
MKT 4123 Research Methodology in Marketing Management

Answer All Questions

Time: 03 Hours

1. (a) How does Kerlinger (1986) define the term "Research" ?  
(b) How would a Professional view the application of research methodology?  
(c) What are the basic characteristics of a Research?  
(d) 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"  
(d) How does "Literature Review" help you for processing your research?
- (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  
(d) What do you understand by the terms "Validity" and "Reliability"?
- (20 Marks)

4. (a) What is a Research Design?
- (b) Distinguish between "Experimental Study Design" and "Non-Experimental Study Design"
- (c) What do you understand by the term "Research Hypotheses"?
- (d) 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 questionnaire for data collection
- (b) Describe the procedures for constructing a Likert scale
- (c) Briefly explain the descriptive statistics which can be used for the analysis of data in a research
- (d) 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)