Eastern University, Sri Lanka
Faculty of Commerce and Management
Third Year Second Semester Examination in Bachelor of Commerce 2017/2018
(January 2020) (Proper / Repeat)
COM 3043 Research Methodology in Commerce

Answer all questions   Time: Three Hours

Part I

Choose the correct answer for the following questions and write the label of the answer in the answer script.

01. Which of the following best describes the meaning of a research?

   (a) Research is one of the ways to find answers to your questions.

   (b) Research is a structured inquiry that utilizes acceptable scientific methodology to solve problems and creates new knowledge that is generally applicable.

   (c) Research is a systematic observation, classification and interpretation of data.

   (d) Research is a systematic investigation to find answers to a problem.

02. The research concerned with developing and testing theories and hypotheses that are intellectually challenging to the researcher but may or may not have practical application at the present time or in the future is called as ....

   (a) Hypothetical research

   (b) Applied research

   (c) Pure research

   (d) Action research

03. Which of the following is not a use of literature review for a researcher?

   (a) It provides a theoretical background to the study.

   (b) It helps the researcher establish the links between what he/she proposes to examine and what has already been studied.

   (c) It brings clarity and focus to the research problem.

   (d) It provides date and information to be copied and pasted easily in the research report.

04. Which of the following is a feature of a qualitative research?

   (a) It covers multiple issues assembling required information from fewer respondents.

   (b) It quantify the extent of variation in a phenomenon, situation, and issue.

   (c) It emphasizes on greater sample size.

   (d) It enhances reliability and objectivity in measurement of variables.

05. Which of the following is not a definition of a variable?

(a) Variable is a concept that can be measured.
(b) Variable is a symbol to which numerals or values are attached.
(c) Variable is a rational unit of analysis that can assume any one of a number designated sets of values.
(d) Variable is a mental image or perception and therefore its meanings vary marke from individual to individual.

06. Which of the following is an example for experimental study?

(a) The effectiveness of incentives scheme on improving the productivity of employees of an organisation.
(b) The relationship between industrial development and environmental pollution.
(c) The attitude of the community towards equity issues.
(d) The attitudes of students towards the facilities available in their hostels.

07. A causal study is one that..............

(a) attempts to capture a population's characteristics by making inferences fror sample's characteristics and testing resulting hypotheses.
(b) emphasizes a full contextual analysis of a few events or conditions and t interrelations.
(c) discovers answers to the questions who, what, when, where, or how much.
(d) attempts to reveal why or how one variable produces changes in another.

08. Which of the following can best be described as a categorical variable?

(a)   Age   (c)   Educational level
(b)   Annual Income   (d)   Religion

09. A researcher studies achievement by children in poorly funded elementary schools. develops a model that posits parent involvement as an important variable. She beli that parent involvement has an impact on children by increasing their motivation school work. Thus, in her model, greater parent involvement leads to higher stu motivation, which in turn creates higher student achievement. What kind of var parent involvement is in this study?

(a)   Independent Variable   (c)   Moderating variable
(b)   Dependent Variable   (d)   Mediating or intervening variable

10. The graph that consists of a series of rectangles drawn next to each other without any space between them, each representing the frequency of a category or subcategory is called as...................

(a) Bar Chart

(b) 100 Percent Bar Chart

(c) Stacked Bar Chart

(d) Histogram

11. Which type of nonprobability sampling technique involves choosing participants arbitrarily considering their visual characteristics?

(a) Purposive sampling

(b) Convenience sampling

(c) Snowball sampling

(d) Quota sampling

12. A researcher is conducting interviews to identify patterns in consumer decision making for high-involvement products. Which type of interview should he use if he needs a high degree of comparability among responses, no question variability, and to maintain his own neutrality during the interviews?

(a) Unstructured

(b) Structured

(c) Semi structured

(d) Closed-ended

13. What type of data is produced by summated rating scales?

(a) Nominal

(b) Ordinal

(c) Interval

(d) Ratio

14. The list of elements in a population from which the sample is actually drawn is known as the...................

(a) Sampling frame

(b) Population frame

(c) Sampling base

(d) Population directory

15. A microbrewery plans to conduct a study on beer consumption among men between the ages of 29 and 45. A pilot test indicated that men in this age category consume an average of 6 beers per week with a standard deviation of 2.3. If the microbrewery seeks a 95% confidence level and a precision of 0.5 beers, what size sample should be used in the study?

(a) 70

(b) 120

(c) 300

(d) 456

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16. A participant is responding to a survey about his experience using Dialog M
Communication service. One set of questions on the survey asks questions suc
"How satisfied are you with your overall experience with Dialog?" The survey resp
options provided are Strongly Agree to Strongly Disagree. Which of the follo
sources of error in communication research is present in this example?

(a) Measurement questions

(b) Observers

(c) Interviewers

(d) Participants

17. Which of the following types of validity refers to the extent to which measurement sc
provide adequate coverage of the investigative questions?

(a) External

(b) Content

(c) Criterion-related

(d) Construct

18. In Systematic sampling:

(a) The population is divided into groups, and some groups are randomly selected
study.

(b) Every n^{th} item is chosen in the sample, beginning with a random start for the ch
of n.

(c) The population is divided into subpopulations.

(d) None of the above.

19. If population = 100, sample size = 10, interval size = 10, and randomly selected nu
from the first interval is 04, then for choosing a systematic random sample, the first
6 will be followed by

(a) 14 , 24, 34, 44, 54, 64, 74, 84, 94

(b) 04 ,14, 24, 34, 44, 54, 64, 74, 84

(c) 14 , 24, 36, 44, 54, 64, 76, 84, 94

(d) 15 , 25, 35, 45, 55, 65, 75, 85, 95

20. The extent to which a measurement tool actually measures what is intended to mea
is known as.............

(a) Reliability   (b) Validity   (c) Practicality   (d) Significa

(20 x 2 = 40 Ma

Part II

01. (a) *State two problems in the field of entrepreneurship which can be found solutions by applying research methodology.*

(b) Illustrate the research process having three stages and eight steps.

(c) Briefly describe the types of research from the point of view of applications of the findings of the research study.

(d) The process of formulating a research problem consists of a number of steps. Briefly explain them with examples in the field of business.

(20 Marks)

2. (a) Every research study has two aspects: the *people* provide you with the 'study population', whereas the other three Ps furnish the 'subject areas'. Briefly explain how research problems are connected to people and subject areas giving examples in the field of commerce.

(b) Write five well defined research problems in the field of Business as interrogative statements (Questioning format).

(c) Measurability is the main difference between a concept and a variable. Explain.

(d) From the viewpoint of the causal relationship, there are four ways of categorising variables. Explain such variables.

(20 Marks)

03. **(a)** Explain the process of operationalization of concept using examples the field of business.

(b) The Cross Sectional study design is best suited to studies aimed finding out the prevalence of a phenomenon, situation, proble attitude or issue, by taking a cross-section of the population. Write fi examples of research titles in the field of business which can studied under this study design.

(c) Briefly explain the descriptive statistics which can be used for t analysis of data in a research

(d) A research proposal is an overall plan, scheme, structure and strate designed to obtain answers to the research questions or problems t constitute the research project. List out the contents of such resea proposal.

(20 Mark

3.