Eastern University, Sri Lanka

Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce (Specialization in Business Economics) 2015/2016 (July 2018)

(Proper)

ECN 3093 Research Methodology in Business Economics

Answer all questions   Time: Three Hours

1. (a)   Explain the meaning of the term 'research' by quoting various definitions presented in the literature.

   (b)   Describe two researchable issues in the field of business economics.

   (c)   Describe the eight steps of social science related research process with diagrammatic presentation.

   (d)   Distinguish between "Qualitative Research" and "Quantitative Research".

   (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'. Identify the relevant study population connected to the three Ps of subject area in the field of business economics.

   (b)   When selecting a research problem or topic there are a number of considerations to keep in mind which will help to ensure that your study will be manageable and that you remain motivated. Explain such considerations.

   (c)   If a researcher does not know what specific research topic, idea, questions or issue he/she wants to research first he/she must go through some steps to identify research problems. Briefly explain such steps with examples in the field of business economics.

(d) The literature review is an integral part of the research process a makes a valuable contribution to almost every operational step. Brie explain the benefits of reviewing literature.

3. **(a)** Explain the meaning of the term 'Concepts'.

(b) If you are using a concept in your research study, you need to consid its operationalization, that is, how it will be measured. Expla operationalization of concept using five examples in the field business economics.

(c) From the viewpoint of the study design, there are two ways categorising variables. Explain such variables.

(d) Because of the conventions in scientific enquiries and because of t wording used in the construction of a hypothesis, hypotheses can classified into several types. Briefly state such types of hypotheses.

4. **(a)** The second function of a research design is to ensure that the variou procedures and tasks required to complete a study are adequate obtain valid, objective and accurate answers to the research question This function is called as the control of variance. Briefly explain th function.

(b) In longitudinal studies the study population is visited a number of time at regular intervals, usually over a long period, to collect the require information. Write five examples of research titles in the field Business which can be studied under longitudinal the study design.

(c) Studies can be categorised from perspective of the reference period that refers to the time-frame in which a study is exploring a phenomenon, situation event or problem. Differentiate those three designs with diagrammatic presentation using an example in your field of study.

(d) Questionnaire is one way to collect primary data. There are many situations in which questionnaire is the most appropriate method of data collection. Discuss such situations for the researches in the field of business economics.

(20 Marks)

(a) The concept of appropriateness and accuracy as applied to a research process is called validity. There are many types of validity in quantitative research. Briefly explain such types of validity.

(b) The theory of sampling is guided by three principles. Explain the second principle with an example.

(c) Systematic sampling has been classified as a 'mixed' sampling design because it has the characteristics of both random and non-random sampling designs. Illustrate schematically the procedure for selecting a sample under this method with an example.

(d) Broadly, there are four ways of communicating and displaying the analysed data. These are: text, tables, graphs, and statistical measures. Briefly explain those methods.

(20 Marks)