

Eastern University, Sri Lanka  
Faculty of Commerce and Management

Third Year Second Semester Examination in Bachelor of Commerce (Specialization in  
Enterprise Development) 2012/2013 (July 2015)

(Proper)

DED 3063 Research Methodology in Enterprise Development

Answer all questions

Time: Three Hours

1. (a) Describe meaning of the term "Research".
- (b) Explore the possibility of application of research methodology in finding solutions for problems in the field of Entrepreneurship.
- (c) Explain the basic characteristics of scientific research methods.
- (d) Briefly explain the different types of researches classified from the view point of objectives of research.

(20 Marks)

2. (a) Describe the meaning of study population and the subject areas in relation to research problems.
- (b) Identify five well defined research problems in the field of Entrepreneurship.
- (c) Describe the different sources for research problems
- (d) What is the importance of reviewing Literature for a research?

(20 Marks)

3. (a) Describe the process of "Operationalization of Variables"
- (b) Identify ten examples each for Concept and Variable.
- (c) Explain the meaning of Independent Variable and Dependent Variable.
- (d) Mr. Manohar who is the owner of several restaurants in the Eastern Province of Sri Lanka, is concerned about the wide differences in their profit margins. He would like to try some incentive plans for increasing the efficiency levels of those restaurants that lag behind. But before he actually does this, he would like to be assured that the idea would work. He asks a researcher to help him on this issue. From the above case, define a research problem, identify variables and develop a conceptual frame work.

(20 Marks)

4. (a) Describe the meaning of a research design.
- (b) Distinguish between "After-Only study design" and "Before-and-After study design".
- (c) Discuss the shortcomings of Cross Sectional study design.
- (d) The Sales Manager of the KLG plc is concerned about that the lower level of sales of the milk products are directly linked to the inefficiency of staff working in the distribution department. He would like to prove this to his general manager through a research study. Recommend a suitable study design for his research.

(20 Marks)

5. (a) Discuss the problems of unstructured interview as a method of data collection.
- (b) Evaluate the situations for which the 'Disproportionate Stratified Random Sampling' method could be more effective for data collection.
- (c) Briefly describe five methods of data presentation.
- (d) Briefly explain the contents of a research proposal.

**(20 Marks)**