

EASTERN UNIVERSITY, SRI LANKA
Faculty of Commerce and Management
Third Year 2nd Semester Examination in BBA /B.Com/B.Econ
2004/2005 (November - 2006)
OCM 1022 Social Survey Techniques

Answer All Questions

Time: 02 hours

- Q1. (a)** In your own words, explain the meaning of Social Survey. (04 marks)
- (i) Why is social survey important for the public sector in Sri Lanka? (05 marks)
- (ii) List the important components of a survey design. (05 marks)
- (iii) What do you mean by research methodology? (05 marks)
- (b)**
- (i) What are the components of a regression equation? (05 marks)
- (ii) How do you transform variables in SPSS? (04 marks)
- (iii) What is the SPSS menu sequence for requesting multiple linear regression? (05 marks)
- (Total 30 marks)
- Q2.** *Suppose you want to study the attitudes of the third year students of the Faculty of Commerce and Management of Eastern University towards the decision of "enrolling qualified external students as internal students from second year onwards".*
- (i) Suggest an appropriate title for the above study. (03 marks)
- (ii) State what the main status quo (survey problem) would be in this case. (03 marks)

- (iii) Carefully read the above paragraph and define three main objectives of the survey. (04marks)
- (iv) Identify the variables involved and label them with rationale. (05 marks)
- (v) Draw a schematic diagram (model) showing the relationship among the variables. (05 marks)
- (vi) Suggest and construct a suitable scale of measuring the attitude of third year students regarding this survey. (04 marks)
- (vii) Design a suitable questionnaire containing not more than ten (10) questions for finding out the positive attitudes of the third year students. (10 marks)
- (viii) Briefly discuss how you would deal with non-response which is likely to occur in a situation where mailed questionnaires have been used. (06 marks)
- (Total 40 marks)**

- Q3. (a)** Summarize 10 general rules for writing and preparing a survey report. (10 marks)
- (b)** What is a hypothesis? What are characteristics it must possess in order to be a good research hypothesizes? (10 marks)
- (c)** Describe the procedure for testing a hypothesis with examples. (10 marks)
- (Total 30 marks)**