

Eastern University, Sri Lanka

Faculty of Commerce and Management

Fourth Year- First Semester Examination in Business Administration/

Commerce 2004/2005

COM 4035 Research Methodology

Answer All Questions

Time: 02 Hours

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Part - I

1. What are the components of a research proposal?
2. Classify the researches
3. What is a research Problem?
4. Cite a research problem in the each of following areas:
  - a. Human Resource Management
  - b. Organizational Behavior
  - c. Marketing Management
  - d. Financial Management
5. What do you mean by Literature Review?
6. What is the difference between Conceptualization and Operationalization
7. What are the sources of data collection?
8. What are the sampling techniques?
9. Briefly explain the systematic random sampling and its relative advantages
10. How do you present your data on a project report?
11. What are the methods of analyzing data collected for a research?
12. Briefly describe the univariate analysis
13. Distinguish between Reliability and Validity of data
14. What do you understand by "Causal Relationship"?
15. What is the difference between Conclusion and Recommendation?

(4x15 = 60 Marks)

## Part – II

1. Briefly discuss the management practices to be implemented to control the problems related to groundwater resources in the Batticaloa district.
2. What are the challenges for the development of small industries and entrepreneurship in the Eastern province of Sri Lanka?
3. Briefly discuss the impacts of Tsunami which hit the coastal areas in Sri Lanka on the livelihood of people affected.
4. What do you suggest to rehabilitate the people affected by the Tsunami?
5. Briefly comment on the role and the performance of INGOs and NGOs in rehabilitation and reconstruction activities in the North and East part of Sri Lanka.

(8x5 = 40 Marks)