EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

iird Year – Second Semester Examination in BBA (special) in Marketing Management (2009/10)

– Jan 2012 –

MKT 3073 Research Methodology in Marketing Management

wer all questions.   Time: 3 hours

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(a) Explain the basic classification of studies in Marketing Management.   (10 marks)

(b) Explain in brief the ethical consideration of a researcher.   (10 marks)

(a) What do you mean by Literature Review in a research study? and why it is necessary in a study?   (10 marks)

(b) Define conceptualisation and explain the bases for framing out conceptualisation model for a study.   (10 marks)

(a) What do you mean by a hypothesis in a social science study?   (05 marks)

(b) What are the basic types of hypotheses in a study?   (05 marks)

(c) What is a basic hypothesis, when a study considers two variables for their relationship? and in this context, what is the usefulness of correlation coefficient?   (10 marks)

4. (a) Why sampling is important in a sample-based study?   (08 marks)

(b) You are given a spreadsheet in Excel that consists of 1500 names of firms based on its size of labour force. You need to select 10% of the firms as sample with assigning random numbers to each of the firms, considering their size of labour force. You are requested to explain the process of selecting sample firms using the Excel sheet and its command for random selection.   (12 marks)

5. (a) Explore the different sets of possible answers based on the significance level of the estimates: constant (β_0) and coefficient of independent variable (β_1), while implementing a simple regression model between independent variable (brand equity = x) and dependent variable (purchase intention = y).   (12 marks)

(b) Illustrate the possibility where the simple regression equation can be meaningful without the y-intercept?   (08 marks)