



Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year-First Semester Examination in Commerce (Specialization in

Enterprise Development) - 2009/2010 (Dec'2010)(Proper)

DED 4112 Research Methodology in Enterprise Development

Answer All Questions

Time: 02 Hours

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- (a) Explain the meaning of the term "Research" citing some definitions given by scholars?
- (b) As an entrepreneur, how do you apply "Research Methodology" as a technique for solving problems in the field of Small Business and Entrepreneurship?
- (c) Explain the differences between "Pure Research" and "Applied Research"

(20 Marks)

- (a) Explain the terms " Study Population" and " Subject Area" in relation to research problem.
- (b) State five well defined research problems in the field of Small Business and Entrepreneurship.
- (c) Explain with examples how you would formulate "Research Questions" and "Research Objectives".

(20 Marks)

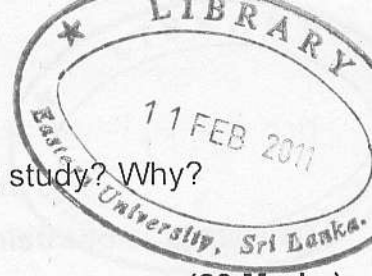
3. (a) Explain the process of "Conceptualization" and "Operationalization"
- (b) Explain the different types of variables which can be identified in a "Cause and Effect" study
- (c) From the following case, identify a research problem, develop a conceptual frame work, and formulate at least four hypotheses:

Restaurants

Mr. Paul, 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.

(20 Marks)

4. (a) Define Research Design. Why is Research Design called a "Variance Control Mechanism"?
- (b) Describe the "Control Group" study design
- (c) Many people think that the failure of many small business ventures is directly linked to the low level of entrepreneurial competencies of the owners. A researcher would like to prove this through a research study.
- (i) Would this be a causal or a correlational study? Why?
 - (ii) Is this an exploratory, descriptive, or hypothesis-testing (analytical or predictive) study? Why?
 - (iii) What kind of a study would this be: field study, lab experiment, or field experiment? Why?



- (iv) What would be the unit of analysis? Why?
- (v) Would this be a cross-sectional or a longitudinal study? Why?

(20 Marks)

(a) Evaluate the application of the 'Simple Random Sampling method' in business researches.

(b) Briefly describe five methods of data presentation.

(c) Briefly state the three areas of statistics used for data analysis.

(20 Marks)