

Eastern University, Sri Lanka

Faculty of Commerce and Management

Fourth Year- First Semester Examination in Business Administration/ Commerce/

Economics- 2005/2006 (August 2007)

MGT 4052 Research Methodology

Answer All Questions

Time: 02 Hours

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1. Every profession applies research methods in varying degrees in many areas. They use the methods and procedures developed by research methodologists in order to increase understanding in their own profession and advance the professional knowledge base

- (a) In which perspectives would you describe the applications of research?
- (b) How would you analyze the applications of research from the view point of a service provider?
- (c) If you are a manager of an organization, what type of questions you would raise to which you can answer through the applications of research methodology?
- (d) As a professional how would you apply the research methods in your academic field?

(20 Marks)

2. The difference between research activities and non research activities is in the way of finding answers to your professional questions; the process must meet certain requirements to be called research

- (a) Write the definitions for the term "Research" given by two scholars
- (b) What are the basic characteristics of a Research?
- (c) Identify the different types of researches in social sciences
- (d) Briefly explain the operational steps of the research process in social sciences

(20 Marks)

3. The formulation of a research problem is the first and most important step of the research process. It is like the identification of a destination before undertaking a journey

- (a) What do you understand by the term "Research Problem"?
- (b) From which sources can you identify research problems? Explain them.
- (c) What are the considerations that you should keep in mind when you are selecting your research problem?
- (d) Briefly explain the steps in formulating a research problem with an example

(20 Marks)

4. In a research study it is important that the concepts used should be operationalized in measurable terms so that the extent of variation in respondents' understanding is reduced if not eliminated

- (a) What does a concept mean? How does it differ from a variable?
- (b) In which ways would you classify the variables?
- (c) Using examples briefly explain the variables which you can identify in a study that attempts to investigate a causal relationship
- (d) What are the four types of measurement scale? Briefly explain each of them giving some examples

(20 Marks)

5. There are several methods for collecting data about a situation, person, problem or phenomenon. Some data might already be available and need only be extracted while others need to be freshly collected

- (a) What are the different methods of data collection for social science researches? Briefly describe two of them.
- (b) Briefly discuss the relative advantages and disadvantages of using questionnaire for data collection
- (c) Explain how would you collect data in order to measure attitudes of people towards various aspects of a situation or issue?
- (d) Which method would be more appropriate for collecting data about situations which are sensitive in nature? Why?

(20 Marks)