



Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year First Semester Examination in Bachelor of Business Administration

2009/2010(August 2011)

(Proper/ Special Repeat)

MGT 4142 Research Methodology in Business Administration

Answer All Questions

Time: 02 Hours

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- (a) What do you understand by the term "Research"?
- (b) As a student in the field of Business Administration how do you apply "Research Methodology"?
- (c) What are the basic features of a good research?

(25 Marks)

- (a) Describe the different stages in a Research Process.
- (b) What do you understand by the term "Research Problem"?
- (c) Write five examples for research problems in your field of study.

(25 Marks)

- (a) Distinguish between "Concepts" and "Variables" giving examples.
- (b) What are the variables that you can identify in a cause-effect study?
- (c) Distinguish between "Ordinal Scale" and "Interval Scale" in relation to measurement of variables.

(25 Marks)

- (a) What do you understand by the term "Cross-Sectional Study Design"?
- (b) Discuss the disadvantages of collecting data by questionnaires.
- (c) Describe the Univariate Analysis used for a research.

(25 Marks)