

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Third Year/ Second Semester Examination in Bachelor of Business

Administration (Specialization in/MKT)-2015/2016

(July/August 2018) (Proper/Repeat)

MKT3073: Research Methodology in Marketing Management

Multiple Choice Questions

Note: Question No 5 should be answered in the question paper itself and handed over along with the answer book. Each question carries one mark.

1. is a way to systematically solve the research problem.
 - a. Technique
 - b. Operations
 - c. Research Methodology
 - d. Research process
2. Research conducted in class room atmosphere is called
 - a. Field study
 - b. Survey
 - c. Laboratory Research
 - d. Empirical Research
3. Social Science Research problems
 - a. Explain
 - b. Diagnosis
 - c. Recommend
 - d. Formulate
4. Example for fact finding study is
 - a. Pure Research
 - b. Survey
 - c. Action Research
 - d. Long term Research

5. The essential qualities of a researcher are
 - a. Spirit of free enquiry
 - b. Reliance on observation and evidence
 - c. Systematization or theorizing of knowledge
 - d. All of the above
6. A research which follows case study method is called
 - a. Clinical or diagnostic
 - b. Causal
 - c. Analytical
 - d. Qualitative
7. A question which requires a solution is.....
 - a. Observation
 - b. Problem
 - c. Data
 - d. Experiment
8. Converting a question into a Researchable problem is called.
 - a. Solution
 - b. Examination
 - c. Problem formulation
 - d. Problem Solving
9. The problem selected must have
 - a. Speed
 - b. Facts
 - c. Values
 - d. Novelty
10. The formulated problems should have
 - a. Originality
 - b. Values
 - c. Coherence
 - d. Facts
11. Hypothesis which explain relationship between two variables is
 - a. Causal

- b. Relational
- c. Descriptive
- d. Tentative

12. The alternative hypothesis is also called

- a. Null hypothesis
- b. Statistical hypothesis
- c. Research hypothesis
- d. Simple hypothesis

13. A Hypothesis must be

- a. Diffuse
- b. Specific
- c. Slow
- d. Speedy

14. A Blue print of Research work is called

- a. Research Problem
- b. Research Design
- c. Research tools
- d. Research Methods

15. In the main purpose is to formulate a problem for more precise investigation

- a. Exploratory or Formative study
- b. Descriptive study
- c. Diagnostic study
- d. None of the above

16. The original source from which researcher collects information is

- a. Primary Source
- b. Secondary Source
- c. Both primary and Secondary
- d. None of these

17. Interview with a detailed standardized schedule is called

- a. Clinical Interview
- b. Structural Interview
- c. Group Interview
- d. Direct Interview

18. A method of collecting primary data in which a number of individuals with a common interest interact is called
- a. Telephone Interview
 - b. Clinical Interview
 - c. Focused Interview
 - d. Group Interview
19. Sending Questionnaire to a respondent with a request to complete and returned by post is called.
- a. Mail Survey
 - b. Interview
 - c. Observation
 - d. Panel
20. Questionnaire is a
- a. Research method
 - b. Measurement technique
 - c. Tool for data collection
 - d. Data analysis technique

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Answer all five (05) questions

Time: 03 hours

- Q1. Read the following abstract of a research on "Factors influencing Organizational Performance in Metro Specialist Hospital, Sungai Petani" and answer the questions given below.

Abstract

Organizations are commonly defined as instruments of propose. They are seen as coordinated by intentions and goals. Organizational performances in this way typically devote little attention to complications of using such formulation to characterize that the casual of performance phenomena. This study had concentrated on factor influencing organizational performance at Metro Specialist Hospital (MSH). The aims of the study are to examine the performance of the company and the most significant factors that influence the performance of MSH.

The researcher had analyzed four factor that influence organizational performance which is staff motivation, working environment, training and skill, and management involvement. A total of 100 questionnaires were distributed to 100 staffs at MSH by hand and only 82 questionnaires were returned for analysis. The data had been analyzing by using Statistic Package for Social Sciences (SPSS). Research findings revealed there was significant relationship between working environment, training and skill, and management involvement with organizational performance. The multiple regression results had shown that the independent variable which is training and skill, and management involvement are a significant predictor for organizational performance.

Required:

- a) State a problem background to justify the conduction of research in this specific research topic. (08 Marks)
- b) What are the research questions and objectives that can be raised and formulated respectively based on this study? (08 Marks)
- c) Formulate a conceptual model and propose possible hypotheses and suggest ways of testing those. (08 Marks)

(Total Marks 24)

- Q2) a) *“The formulation of a research problem is the first and most important step of the research process.”*

Based on this statement define the term “research Problem” and explain the Components of a Research Problem.

(07 Marks)

- b) *“Defining a problem involves the task of laying down boundaries within which a researcher shall study the problem with a pre-determined objective in view.”*

Based on the above statements, explain the technique of defining a research problem.

(06 Marks)

- c) List and explain the Steps in formulation of a research problem.

(07 Marks)

(Total Marks 20)

- Q3) a) *“A literature review is an examination of the research that has been conducted in a particular field of study”.*

Define the term “Literature Review”, and explain the Characteristics of Effective Literature Reviews.

(07 Marks)

- b) "Measurement is the process of assigning numbers or labels to objects, persons, states, or events in accordance with specific rules to represent quantities or qualities of attributes."

Based on the above statement, explain the Measurement Process in research study.

(06 Marks)

- c) *"Measurement should be precise and unambiguous in an ideal research study. This objective, however, is often not met with in entirety. As such the researcher must be aware about the sources of error in measurement."*

Based on the above statement, list and explain the possible sources of error in measurement.

(07 Marks)

(Total Marks 20)

Q4

- a) "Whatever may be the types of research works and studies, one thing that is important is that they all meet on the common ground of scientific method employed by them"

Based on the above statement, list and explain the criteria of good research.

(08 Marks)

- b) "The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses."

List and explain the key measures to overcome bias in qualitative interviews.

(08 Marks)

(Total Marks 16)