

**Eastern University, Sri Lanka**  
**Faculty of Commerce and Management**  
**Third Year Second Semester Examination in Bachelor of Commerce 2012/2013 (July**  
**2015)**  
**(Proper/ Repeat/Re-Repeat)**  
**COM 3043 Research Methodology in Commerce**



**Answer all questions**

**Time: Three Hours**

1. (a) Describe meaning of the term "Research".
- (b) Explore the possibility of application of research methodology in finding solutions for problems in the field of Commerce.
- (c) Explain the basic characteristics of scientific research methods.
- (d) Briefly explain the types of researches classified as Pure Research and Applied Research.

**(20 Marks)**

2. (a) Describe the meaning of study population and the subject matter in relation to research problems.
- (b) Identify five well defined research problems in the field of Commerce
- (c) Describe the different sources for research problems
- (d) What is the importance of reviewing Literature for a research?

**(20 Marks)**

3. (a) Describe the meaning of the term "Conceptualization"
- (b) Identify ten examples each for Concept and Variable.
- (c) Explain the meaning of Active Variable and Attribute Variable.
- (d) Mr. Manohar who is 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.

From the above case, define a research problem, identify variables and develop a conceptual frame work.

**(20 Marks)**

4. (a) Describe the meaning of a research design.
- (b) Illustrate the "Experimental study design" with an example.
- (c) Discuss the relative advantages of Cross Sectional and Longitudinal study designs.
- (d) 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.
- Recommend a suitable study design for his research.

**(20 Marks)**

5. (a) Discuss the advantages of structured interview as a method of data collection.
- (b) Evaluate the situations for which the 'Systematic Sampling' method could be more effective for data collection.
- (c) Briefly describe five methods of data presentation.
- (d) Briefly explain the contents of a research proposal.

**(20 Marks)**