THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (HONOURS) DEGREE
PROGRAMME
LEVEL 05
FINAL EXAMINATION - 2019
MCU3205/MSU5505: RESEARCH METHODOLOGY
DURATION – THREE (03) HOURS

DATE: 29. 12. 2019   TIME: 1.30 P.M. – 4.30 P.M.

Answer Any Four (04) Questions.

Question 01

Maheshi is a final year undergraduate, lives in Nugegoda. She is interested in conducting a research in exploring the determinants of consumers' intention to purchase organically produced vegetables in the Western province, Sri Lanka. First, she selected 20 households nearby and asked what they would consider when purchasing vegetables. During the discussions held she could identify the price of the products, availability of the products, trust and consciousness of health as the major determinants of their purchasing decision. Then she could find the literature supporting the above variables are determinants of consumer intention to purchase organically produced products.

1. Identify the independent variables and dependent variable. Draw the conceptual framework for the study.   (06 Marks)
2. Write 4 hypotheses for the study.   (04 Marks)
3. "Formulating research problem can be considered as foundation for entire research process". Do you agree with this statement? Explain.   (15 Marks)

(Total 25 Marks)

Question 02

Mr. Dinapala is a Human Resources Manager in a garment factory. For three consecutive months he has observed that there has been a high level of employee turnover among the machine operators. Therefore, he is planning to conduct a survey to identify the reasons for this high level of employee turnover among the machine operators. At present there are 400 employees working in the sewing section and out of them 250 employees are machine operators. He has decided to use the simple random sampling design to choose the respondents for the sample.

1. Identify the population and the sample of the study.   (04 Marks)
2. Briefly explain advantages of using simple random sampling design for this study
                                                                     (06 Marks)
3. What technique do you suggest if Mr. Dinapala is going to use a non-probability sampling technique instead of simple random sampling? Explain.
                                                                     (15 Marks)

(Total 25 Marks)

Question 03

"Knowledge on different scales help researchers to administer surveys by designing appropriate questions".

1. Identify and explain four types of measurement scales. (10 Marks)
2. "Ratio scale is considered to be the most powerful of the four scales". Critically evaluate this statement. (15 Marks)

(Total 25 Marks)

Question 04

1. What are the two sources that can be used to search existing literature? Briefly explain with examples.

(09 Marks)

2. Reviewing literature is an exhausting and time consuming in many aspects, but it is rewarding. Explain highlighting four (04) key benefits of a literature review.

(16 Marks)

(Total 25 Marks)

Question 05

1. Distinguish the difference between primary and secondary data with examples.

(10 Marks)

2. "With the advancement in communication technology, administrating an online questionnaire to collect data has become quite popular". Critically evaluate the method of using the questionnaire as a data collection instrument.

(15 Marks)

(Total 25 Marks)

Question 06

Write short notes on any five (05) topics given bellow.
1. Reliability
2. Validity
3. Quantitative research
4. Probability sampling
5. Unstructured interviews
6. Qualitative research
7. Research Design

(5 *5 Marks = 25 Marks)