

THE OPEN UNIVERSITY OF SRI LANKA  
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
 ADMINISTRATION  
 FINAL EXAMINATION – 2022  
 AFPA498/MCP2698/MSPA498 – RESEARCH METHODS  
 DURATION: THREE (03) HOURS



DATE: 03.04.2022

TIME: 1.30PM – 4.30 PM

Answer Question Number ONE (1) in Part A and any four (04) questions from Part B.

PART A

**Question 01**

Over the years, the evolution of the internet as a marketing medium has become a global phenomenon, leading to rapid growth of E-commerce in the past decade. E-commerce industries in Sri Lanka also have introduced several measures to promote online shopping. However, E-commerce as a percentage of internet penetration continues to be very small in the country. During a personal interaction with customers who are involved in frequent online shopping, it is felt that security privacy and vender reputation are some of the important factors that make people engage in online shopping. However, several previous studies have empirically showed that factors like privacy, security, and vender reputation build trust in online shopping and that in turn increase purchase intention in online shopping.

- i) Based on the information given above state your research problem. (Marks 04)
- ii) Write down the specific research questions that would help you to address the research problems as stated in i) above. (Marks 05)
- iii) Specify the research objectives that you should strive to achieve through this study. (Marks 05)
- iv) Develop a conceptual framework for the above situation. (Marks 04)
- v) Identify the relevant variables in the above conceptual model. (Marks 05)
- vi) Classify the above variables from the viewpoint of causal relationship and provide reasons for classifying them as such variables. (Marks 07)
- vii) Develop suitable hypotheses based on the conceptual framework that you have developed under iv) above (Marks 06)

## PART B

### Question 02

- (i) What is research? What should be the requirements for a process to be called a research process? (Marks 08)
- (ii) How do you differentiate quantitative, qualitative and mixed methods of studies in a research process? (Marks 08)

### Question 03

- (i) What functions does the literature review perform in a research study? (Marks 06)
- (ii) Describe the differences between theoretical and conceptual frameworks. (Marks 06)
- (iii) Why is appropriate citation important? What are the consequences of not giving credit to the source from which materials are extracted? (Marks 04)

### Question 04

What is a research problem? Explain the process of deriving research problem from your topic of research with an example.

(Marks 16)

### Question 05

- (i) What is a research design? Explain the features of the three types of research designs discussed in this course. (08 Marks)
- (ii) Define Population and Sampling for research designs and describe important of sampling in the research study with suitable example. (08 Marks)

### Question 06

- (i) Discuss the advantages of sampling method over census method of data collections. (08 Marks)
- (ii) Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages. (08 Marks)

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