



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

DATE: 12.03.2023

TIME: 9.30am – 12.30 pm

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

PART A

Question No 01

Sri Lanka has defaulted on its debt in May 2022 for the first time in its history as the country struggles with its worst financial crisis in more than 70 years. R Ramakumar, a Professor of Economics, at Tata Institute of Social Sciences in India conducting research stated that Sri Lankans' overall financial literacy is very low and there by it led to poor financial wellbeing of the nation. According to the S&P Global Finlit Survey 2014, South Asia has the lowest financial literacy percentage, with Sri Lanka coming in at about 35%. In 2021 the financial literacy rate was recorded as 57.9% by the survey led by the Central Bank of Sri Lanka (CBSL,2021). According to the OECD and INFE (2012), financial literacy is a collection of awareness, knowledge, skills, attitudes, and behaviors necessary to make prudent financial decisions and, ultimately, to achieve individual economic well-being. However, according to the scholars, level of experience on money matters has strong contingent effect on the behaviour.

Assume you are planning to conduct a research on financial wellbeing of the public and private sector employees of Sri Lanka.

- i) Based on the information given above state your research problem. **(03 marks)**
- ii) Write down the specific research questions that would help you to address the research problem as stated in i) above. **(04 marks)**
- iii) Specify the research objectives that you should strive to achieve through this study. **(04 marks)**
- iv) Develop a conceptual framework for the above situation. **(03 marks)**
- v) Identify the relevant variables in the above conceptual model. **(03 marks)**
- vi) Classify the above variables from the viewpoint of casual relationship and provide reasons for classifying them as such variable. **(05 marks)**
- vii) Develop suitable hypotheses based on the conceptual framework that you have developed under iv) above. **(06 marks)**

PART B**Question No 02**

- i) What is research in social Science? What are the eight (08) steps in the research process? (10 marks)
- ii) "The formulation of a research problem is the first and most important step of the research process". Do you agree with this statement? Briefly explain? (08 marks)

Question No 03

- i) List four ways in which literature review can help you? (04 marks)
- ii) How do you find a best research article for the literature review in conducting a research study? (04 marks)
- iii) Briefly explain how theoretical framework support to develop the conceptual framework in conducting research in social science. (06 marks)
- iv) What are the different types of citation? And state why referencing is important in conducting a research? (04 marks)

Question No 04

- i) How are the measurement scales classified? Using example explain them. (14 marks)
- ii) Provide measurable attributes for the following objects.
a) Employees b) Training programme c) E-cash d) Detergent powder (04 marks)

Question No 05

District secretary wants to estimate the overall average tourist visitors in the 25 different districts of nine province in Sri Lanka".

Define what would be the relevant population and the most appropriate sampling design. Discuss with suitable example. (18 Marks)

Question No 06

- i) Discuss the advantages of sampling method over census method of data collections. (10 Marks)
- ii) Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages. (08 Marks)