

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES (HONOURS) DEGREE
PROGRAMME
LEVEL: 05
MMU5505: RESEARCH METHODOLOGY
ASSIGNMENT TEST - 2024
DURATION – TWO (02) HOURS



814

DATE: 17th February 2024

TIME: 1.30 p.m. – 3.30 p.m.

INSTRUCTIONS:

- Answer to Any FOUR (04) questions.
- Marks have been mentioned at the end of each question.
- Start each answer from a new page.

Question 01

Warun, a business development manager in a reputed international hotel chain operating in Sri Lanka, visited the Ella destination for a homestay project targeting foreign tourists. Many local people told him that their standard of living and income-generating sources have been increased with the popularity of Nine Arches and the attractions via social media. However, the locals emphasized that visitors' awareness of eco-friendly and sustainability practices needs to be improved to get the maximum benefit from the tourism in Ella destination. Based on the given scenario,

- a) Suggest a business research topic that Warun can work out. (04 Marks)
- b) Draft 3 research objectives for the study. (06 Marks)
- b) Explain the sources of research problem with examples. (15 Marks)
- (25 Marks)

Question 02

“Generating a Research Idea is one of the most difficult aspects in the research process”. Explain the research idea generating techniques with examples. (25 Marks)

Question 03

“Saunders' Research Onion is a useful tool that assists researchers in determining the appropriate research methodology for their research projects”. Critically evaluate the statement. (25 Marks)

Question 04

Nali wanted to develop a mobile app for her Art and Sculpture business. She is thinking of conducting a research study on what fields need to be included in the App.

- a) Explain the difference between qualitative research vs quantitative research. (08 Marks)
- b) Justify which approach is best for her study. (05 Marks)
- c) Suggest the most appropriate sampling technique for Nali's study. Justify your answer. (12 Marks)

(25 Marks)

Question 05

Literature review plays an important role in all stages in the research process. Elaborate your answer with examples. (25 Marks)

(Total 100 Marks)

-All rights reserved-