THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS DEGREE
PROGRAMME
LEVEL: 5
MCU3205/MSU5505/MMU5505 RESEARCH METHODOLOGY
FINAL EXAMINATION 2023
DURATION: THREE (03) HOURS

DATE: 28.05.2023	TOTAL MARKS: 100	TIME: 01.30 pm – 4.30 pm

Important Instructions

- Answer four (04) questions only.
- All Questions Carry Equal Marks.

- Marks have been mentioned at the end of each question.
- Start each answer on a new page.

Question No (01)

Ransirini is working on a research study on the influence of social media advertising on the brand image of Clothing brands in Sri Lanka. The dimensions of social media advertising are credibility, easy to use, privacy, and content.

[i] Write an appropriate **"Problem Statement"** for the study. (05 Marks)

[ii] Draft two research objectives. (04 Marks)

[iii] Draw a Conceptual Framework for the study. (10 Marks)

[iv] Briefly explain an appropriate research design to implement the research study. (06 Marks)
(25 Marks)

Question No (02)

A reputed Micro Finance institution in Sri Lanka is planning to launch a Micro Financing scheme targeting employees in the plantation sector in Sri Lanka. The Company has identified that the risk of recovering loans is higher and decided to investigate the influence of social demographic factors on the performance of loan repayment among the employees in the plantation sector.

[i] Distinguish the difference between quantitative research and qualitative research. (10 Marks)

[ii] Explain a suitable data collection method for the study with proper justifications. (15 Marks)

(25 Marks)

Question No (03)

[i] "Measurement scale is an important part of data collection, analysis, and presentation".

Explain four types of measurement scales with examples. (15 Marks)

[ii] Describe the difference between inductive research and deductive research with examples.

(10 Marks)
(25 Marks)

Question No (04)

"A literature review is an essential component of almost any research project. It serves as the foundation for advancing knowledge, facilitates theory development, closes mature research areas, and uncovers novel research areas (Webster and Watson, 2002)".

[i] Explain the benefits of conducting a critical literature review for a research study. (15 Marks)

[ii] Distinguish the difference between the "Primary and the Secondary sources of data" with examples. (10 Marks)

(25 Marks)

Question No (05)

Mr. Nick is a Human Resources Manager in a reputed Apparel company in Sri Lanka. He is planning to conduct a research study on the determinants of employee job satisfaction. The sample unit is the machine operator. According to the records, at the end of the year 2022, 4000 employees were working as machine operators in the factories.

[i] "Every Sampling technique has its own drawbacks" Critically examine the appropriateness of adopting a probability sampling technique for this study. (15 Marks)

[ii] Mr. Nick decided to adopt a non-probability sampling technique. Do you agree with the decision? Justify your answer. (10 Marks)

(25 Marks)

Question No (06)

Write short notes.

[i] Reliability and Validity

[ii] Simple Random Sampling Technique

[iii] Online Survey Questionnaire

[iv] Focus Group Discussion Method

[v] Ethics in Research

(25 Marks)