

**THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES**

BACHELOR OF MANAGEMENT STUDIES HONOURS



**OSU5578 – RESEARCH METHODS FOR BUSINESS
FINAL EXAMINATION – 2024 / 2025
DURATION – THREE (03) HOURS**

Date: 22nd November 2025

Time: 01. 30 PM- 4.30 PM

INSTRUCTIONS:

- This paper consists of 07 questions. **Select any 05 questions out of the 07 questions.**
- All questions carry equal marks (20 marks per question).
- Illegible handwriting will be penalized.

Question 01

- i) Discuss the importance of conducting research for a business organization, citing examples from different types of research. (10 Marks)
- ii) Using an example, differentiate between Basic and Applied research. (10 Marks)

(Total – 20 Marks)

Question 02

Star Fish (Pvt) Ltd, established in 2003, specializes in exporting a wide range of fish to international markets. Over the past five years, the company has been struggling with persistently high levels of employee absenteeism and turnover, which have negatively affected production efficiency and reduced overall employee morale. Despite implementing several initiatives to improve working conditions, the underlying causes of these issues remain uncertain. As per the HR department of the company, factors such as job satisfaction, management practices, workload, or external employment opportunities may be contributing to the problem.

- i) Identify and briefly explain one (01) researchable problem in the above scenario.
(05 Marks)
 - ii) Write a brief justification for your identified research problem.
(05 Marks)
 - iii) Develop three (03) research questions and three (03) research objectives based on the identified research problem.
(10 Marks)
- (Total - 20 Marks)**

Question 03

- i) Explain how research ideas can be generated. Illustrate your answer with suitable examples.
(06 Marks)
 - ii) Discuss the main characteristics that make a research topic suitable for academic investigation.
(07 Marks)
 - iii) What is the importance of conducting a literature review in the research process? Discuss with examples.
(07 Marks)
- (Total - 20 Marks)**

Question 04

- i) Using the “**Tree Trunk**” or “**Research Onion**” model, describe how the relationship between ontology, epistemology, methodology and methods shape the research design.
(16 Marks)
 - ii) Differentiate between direct quotation and paraphrasing in academic writing.
(04 Marks)
- (Total- 20 Marks)**

Question 05

Assume that you are working as an executive trainee at the Sri Lanka Tourism Development Authority. Your team has been given an assignment to explore how social media influencers affect domestic tourism among young adults. For this purpose, you need to develop a research design to be executed within next 03 months. Your immediate supervisor is in a dilemma whether to conduct a qualitative study or a mixed method study to achieve the aim.

Describe your stance on developing this study including:

- Your proposed research choice (whether qualitative or mixed method) with justification.
- Research strategy you suggest.
- Data collection and analysis methods as you see fit to cater this purpose.

(Total - 20 marks)

Question 06

Briefly describe the following, providing examples where appropriate. (04 marks each)

- i) Two types of research suitable for observational methods.
- ii) Two types of interview methods.
- iii) Four types of questions that can be included in the surveys.
- iv) Four steps to be taken to maximize the response rate for surveys.
- v) Four common forms of plagiarism.

(Total – 20 marks)

Question 07

Compare and contrast with suitable examples. (05 marks each)

- i) Numerical vs categorical data.
- ii) Cross sectional vs panel data.
- iii) Descriptive vs inferential statistical analysis.
- iv) Correlation vs regression analysis.

(Total – 20 marks)

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