

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES – LEVEL 5
FINAL EXAMINATION– 2006
RESEARCH METHODOLOGY – MCU 3205
DURATION : THREE (03) HOURS**



Date: 25th February 2006

Time: 1.30 p.m. – 4.30 p.m.

Answer any FIVE (05) questions. All questions carry equal marks.

All answers should be structured with a suitable introduction, body and conclusion.

All examples must be real. (Fictitious examples such as organization X will receive no marks.)

All illegible, unclear, vague and incomplete answers will be penalized.

1. How would you differentiate a below average research document from an above average one? Explain with specific reasons.
2. Assume that your CEO, a person with a highly professional background, complains to you about the problems in the organization. How would you, as a BMS student convince him/her of the importance of research in addressing problems in the organization? Explain with specific reasons.
3. How would you identify a research problem? Explain using your own example.
4. What are the likely problems you would encounter when you decide to collect primary data using a survey questionnaire? Explain how you would address these.
5. A close relative of yours approaches you for an explanation of the role and function of the research literature review. How would you explain this? Specify the ways and means of doing so.
6. How would you analyze data? Using a specific management example, develop a suitable framework to draw out meaningful conclusions.
7. What are the major considerations you have to keep in mind while reporting research? Discuss any 5.

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