

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES – LEVEL 5
FINAL EXAMINATIONS 2007



MCU 3205 – RESEARCH METHODOLOGY

DURATION : THREE (03) HOURS.

DATE : 17th February 2007

TIME: 1.30 p.m. – 4.30 p.m.

Answer any five questions.

All questions carry equal marks

No marks are allowed for examples cited from the course material

Please write legible and to the point.

01. How can research benefit society? Suggest 5 ways, clearly specifying examples of your own.
02. Suggest 5 specific locations, by name, that could help you develop your literature review chapter of the research report.
How would you arrange a list of references for a research project?
03. What is a sample? Explain with an example. What are the classifications? Explain using examples of your own.
What is the importance of using samples in research? Explain.
04. How would you develop a suitable design for a research project? Discuss using your own example.
05. Suggest 5 hints to do good research using your own examples.
06. Explain the concepts of reliability and validity in research and how you would address these with an example of your own.
07. Identify and briefly discuss 5 lessons you have learnt through the research methodology course that can be applied in your day to day activities.