

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES
LEVEL 05
MCU 3205 - RESEARCH METODOLOGY
FINAL EXAMINATION - 2008
DURATION: THREE (03) HOURS**



Date: 3rd February 2008

Time: 1.30 p.m. – 4.30 p.m.

INSTRUCTIONS :

Answer any FIVE (05) questions.

All questions carry equal marks.

1. Explain why it is necessary to conduct research in management.
Illustrate your answer with at least five points.
2. Identify a research problem of your choice and discuss its importance to managers making references to literature.
3. What are the different methods of making a research proposal?
Explain one of them in detail using examples of your own.
4. Explain the role of literature survey in conceptualizing a research problem using relevant examples.
5. What are the different research designs available to a researcher?
Explain one of them using appropriate examples.
6. Identify the issues related to data collection in different research settings and analyse their implications with relevant examples in the choice of methods.
7. Explain how you would decide on appropriate methods of data analysis with reference to variables. Use relevant examples.