

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
FINALEXAMINATION 2008 -LEVEL 0 5
MCU 3205 -RESEARCH METHODOLOGY**



DURATION: THREE (03) HOURS

DATE: 07 . 02. 2009

TIME: 1.30 P.M TO 4.30 P.M

**ANSWER ANY FIVE (05) QUESTIONS.
ALL QUESTIONS CARRY EQUAL MARKS.**

1. a) What is meant by research? Explain briefly, highlighting several definitions. (08 marks)
b) Identify some of the commonly researched areas in management. Briefly explain at least five areas with examples (12 marks)
2. What are the advantages managers could gain by engaging in research in their work organizations. Explain at least five points. (20 marks)
3. Assume that you have been asked to carry out a research on evaluating a 'motivation system' practiced by a commercial organization. This system has been in operation in this company since 2000 and employees were satisfied with it during the first five years. Management of the company had revised the system in 2005. However some of the categories of the workers opposed to the system and the top management expects to conduct a research to find out the problems and make some alternative arrangements.

Discuss the main stages that you are going to use in carrying out this research. (20 marks)
4. Human Resources Manager of a company has recently observed that individual performance of the employees in his company is below the expected level. His opinion is that training, working conditions and salary structure of the employees have great impact on the performance of the employees. However, he believes that only those who have no additional income will be happy with a salary increase.
 - I. Define the problem prevailed in this organization. (03 marks)
 - II. Develop a conceptual framework for the above situation and list variables as Independent and dependent. (05 marks)

III Develop necessary hypotheses to test the relationship between dependent and independent variables.

(06 marks)

IV. Propose appropriate statistical techniques to test those hypotheses and explain them briefly.

(06 marks)

5. a) Why do you think that developing hypotheses is important in conducting a research. (08 marks)

b) Discuss the forms of hypotheses that are adapted by the researchers.

(12 marks)

6. Write short notes on following.

- I. Validity and reliability
- ii. Stratified Random Sampling method
- iii. Data collection techniques
- iv. Action Research

(20 Marks)

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