

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 5 -2011/2012
FINAL EXAMINATION – 2011
MCU 3205- RESEARCH METHODOLOGY
DURATION: THREE (03) HOURS



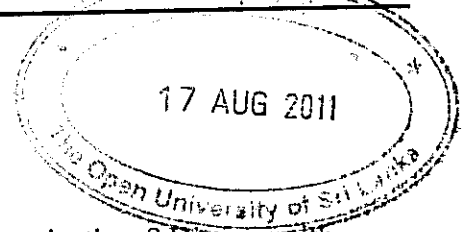
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DATE : 05th February 2011

TIME 01.30 a.m -04.30 pm.

IMPORTANT INSTRUCTIONS

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



01. How would management research benefit to business organizations? Discuss with examples
02. Assume that you have been assigned a task of conducting a research in relation to a problem of high labour turnover prevailed in an organization. Identify and explain the key areas that you have to consider in preparing a research proposal for this purpose.
03. Assume that you have to explain how to carry out a literature review in research, to one of your friends in your junior batch of BMS Degree Programme. Discuss elaborating the ways and means of reviewing the literature related to a research.
04. a) What is the importance of using samples in research? Explain.
b) What are the different types of sampling methods used in collecting data for research? Explain using examples.
05. a) A sound research design should contain several characteristics. Explain briefly those characteristics
b) How would a researcher maintain reliability and validity of his research? Elaborate your answer with a suitable example.
06. Explain the important aspects that have to be conceded in reporting your research?
07. Write short notes on the following
 - I. Qualitative research
 - II. Conceptual framework
 - III. Measurement scales
 - IV. Methods of collecting primary data