



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY - MCU 3205
ASSIGNMENT TEST - 2011**

DURATION: TWO (02) HOURS

DATE: 25. 06. 2011

TIME: 02 .00 PM TO 04. 00 PM

Instructions:

Answer question number one (01) in Part A and any two (02) questions from Part B.

Part A

01. "The formulation of a research problem is the first and most important step of the research process. ... The research problem serves as the foundation of a research study". Indeed as Kerlinger argues,

If one wants to solve a problem, one must generally know what the problem is. It can be said that a large part of the problem lines in knowing what one is trying to do (1986:17 cited in Kumar 2005).

- (a) Do you agree with the above statements? Why or why not? Elaborate your answer drawing in an example of a research problem.

(25 Marks)

- (b) Discuss the major factors to be considered in selecting a research problem? Assess the extent to which the research problem as stated in your answer to (a) above fits in with these considerations.

(25 Marks)

Part B

02. "...Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place. As such it is one way of collecting primary data in relation to a chosen research problem".

(a) Discuss the problems associated with using observation as a method of data collection? Is it possible to overcome/minimize such problems, if so how?

(15 marks)

(b) How may you record data gathered through observation? Explain briefly.

(10 marks)

03. Identify any four (04) types of unstructured interviews that you know of and briefly explain each of them

(25 marks)

04. Discuss the advantages and disadvantages of using questionnaires as a method of data collection.

(25 marks)

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