



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY – MCU 3205
FINAL EXAMINATION – 2011/2012**

DURATION: THREE (03) HOURS

DATE: 11.02.2012

TIME: 01.30 PM TO 04.30 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".

- (a) As per the above statement, formulate a research problem that you might want to address through your research project in the final year of the Degree programme. You are required to demonstrate the significance of your chosen research problem by clearly identifying any gaps/understudied areas of management knowledge that your prospective research intends to fill.

(25 Marks)

- (b) Explain an appropriate methodological approach for your intended research study as stated in (a) above. Your answer should include a justification for your chosen methodological approach (i.e. why you have chosen this methodological approach over others), your research strategy, how you intend to gather and analyse data, any problems/constraints that you may encounter during fieldwork, how you plan to overcome these constraints and so on.

(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".

"...Data gathered through observation can be recorded in many different ways. Each of these methods has its own advantages and disadvantages. As such selection of a method of recording depends upon the purpose of observation".

- (a) Identify two different types of observation that you know of and briefly explain each.

(10 marks)

- (b) Name three ways in which you may record data gathered through observation. What are the advantages and disadvantages inherent in each of these methods? Briefly explain.

(15 marks)

03. Narratives and oral histories are two powerful techniques of unstructured interviewing that can be used by a researcher in gathering primary data. Explain each of these techniques stating specific instances of data gathering where a researcher might employ them fruitfully.

(25 marks)

04. "The choice between a questionnaire and an interview schedule is important and should be considered thoroughly as the strengths and weaknesses of the two methods can affect the validity of the findings".

Identify the criteria to be considered in selecting between an interview schedule and a questionnaire. Elaborate your answer drawing in practical examples of research designing.

(25 marks)

05. As Denzin and Lincoln suggesting a way out of the 'triple crisis' in qualitative research argues...“epistemologies from previously silenced groups emerged to offer solutions to the problem. The concept of the aloof observer has been abandoned. More action, participatory, and activist - oriented research is on the horizon. The search for grand narratives is being replaced by more local, small-scale theories fitted to specific problems and practical situations” (2002: 17).

Critically analyse the above statement drawing in your understanding of qualitative researching.

(25 marks)

06. Write short notes on any three (03) of the following.

- a) 'Crisis of Representation'
- b) Focus Group Interviews
- c) Purposive Sampling
- d) Likert Scale
- e) Construct Validity

(25 Marks)

-Copyrights Reserved-