



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY – MCU 3205
FINAL EXAMINATION – 2013
DURATION: THREE (03) HOURS**

DATE: 15.06.2013

TIME: 01.30 PM TO 04.30 PM

Instructions:

Answer any five (05) questions. All questions carry equal marks.

01. 'The formulation of a research problem is the first and the most important step of the research process. ... The research problem serves as the foundation of a research study'. As Kumar (2011) states, most research problems in social sciences revolve around the concept of four Ps i.e. people, problems, programmes and phenomenon.

Formulate four (04) research problems stemming from issues related to people, problems, programmes and phenomenon respectively.

(20 Marks)

02. (a) Identify five (05) factors to be considered in selecting a meaningful and manageable research problem.

(05 Marks)

(b) Formulate a research problem of your choice and explain the extent to which this problem fits in with the considerations as identified in (a) above.

(15 Marks)

03. Reviewing literature is an integral part of the research process that plays several important functions and makes significant contributions to your research study. Identify four (04) specific ways in which a literature review may contribute towards your research study and briefly explain each.

(20 marks)

04. What is the difference between a 'concept' and a 'variable'? Explain your answer giving examples drawn from research studies in the field of management.
(20 marks)
05. 'A hypothesis is a conjectural statement of the relationship between two or more variables'. ...The wordings of a hypothesis must have certain attributes that makes it easier to ascertain its validity'. Identify four (04) such attributes and briefly explain each.
(20 marks)
06. 'The choice between a questionnaire and an interview schedule is important and should be thoroughly considered as the strengths and weaknesses of the two methods can affect the validity of the findings'.
- (a) Identify the disadvantages of using a questionnaire for gathering primary data.
(05 Marks)
- (b) Explain the extent to which such disadvantages, as identified in (a) above might be overcome by using an interview schedule. Use examples to illustrate your answer.
(15 marks)
07. 'Flexibility, freedom and spontaneity in contents and structure underpin an interaction in all types of unstructured interviews'. Identify four (04) types of unstructured interviews commonly used in qualitative researching and briefly explain each.
(20 marks)
08. Write short notes on any four (04) of the following.
- a) Narrative Recording
 - b) Non-participant Observation
 - c) Feminist Research
 - d) The Ordinal Scale
 - e) Extraneous Variable
 - f) Focus Group Interviews
- (20 Marks)

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