

2014/2015

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES DEGREE – LEVEL 05  
MCU3205 -RESEARCH METHODOLOGY  
ASSIGNMENT TEST - 2014  
DURATION – TWO (02) HOURS**



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**DATE:22/11/2014**

**Time:10.00 a.m – 12.00 noon**

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**Instruction: Answer any four (04) Questions.  
All Questions Carry Equal Marks.**

1. 'Research is one of the ways to find answers to your questions'. When you are undertaking a research study what are the characteristics which differentiate your research process from merely finding out an answer to a question. Explain.
2. 'The literature review is an integral part of the research process and makes valuable contributions to almost every operational step'. What are the functions of a literature review? Explain.
3. Provide a suitable definition for a hypothesis and describe the characteristics that should be possessed by a good hypothesis.
4. What are the characteristics that should be taken in to consideration when formulating question for a questionnaire. Discuss with examples.
5. Write short notes for each of topics given below
  - a. Participant observations
  - b. In-depth interviews
  - c. Likert scale
  - d. Inductive method
  - e. Primary sources

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