



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY - MCU 3205
FINAL EXAMINATION - 2014
DURATION: THREE (03) HOURS**

DATE: 14.06.2014

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 most important step of the research process. ... There are a number of considerations to be kept in mind when selecting a research problem which will ensure that your study will be manageable and that you will remain motivated".

Identify five (05) such considerations and briefly explain each.

(20 Marks)

02. "Reviewing literature is an integral part of the research process that plays several important functions and makes significant contributions to your research study. ...There are four (04) specific ways in which a literature review contributes towards a research."

Explain the ways in which a literature review contributes towards a research study.

(20 marks)

03. "An image, perception or concept that is capable of measurement is called a variable. ...From the perspective of causality a variable can be classified in to one of four categories".

Identify these four (04) categories. Elaborate your answer giving examples from research studies in the field of management.

(20 marks)

04. "A hypothesis is a speculative statement that is subjected to verification through a research study. In formulating a hypothesis it is important to ensure that it is simple; specific and conceptually clear; able to be verified; rooted in existing body of knowledge; and able to be operationalised".

Discuss the above statement giving examples related to management research.

(20 marks)

05. "...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".

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.

(20 marks)

06. "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)

07. Write short notes on any four (04) of the following.

- a) Oral Histories
- b) Participant Observation
- c) The Nominal Scale
- d) Intervening Variable
- e) In-depth Interviews

(20 Marks)

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