



90207

**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05**  
**RESEARCH METHODOLOGY - MCU 3205**  
**FINAL EXAMINATION - 2015**  
**DURATION: THREE (03) HOURS**

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**DATE: 25.07.2015**

**TIME: 01.30 PM TO 04.30 PM**

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**Instructions:**

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

01. As stated by Grinnell (1993) "...research is a structured inquiry that utilizes acceptable scientific methodology to solve problems and create new knowledge that is generally applicable". (cited in Kumar: 2011:7)

As embedded in the above statement, creating 'new knowledge' through a process of research implies adherence to three (03) fundamental assumptions. Identify these underlying assumptions of the research process and briefly explain each.

02. Identify the four (04) steps involved in conducting a literature review and explain how you propose to carry out each of these steps in doing your own research study. Use examples to illustrate your answer.
03. "An image, perception or concept that is capable of measurement is called a variable. ... From the viewpoint of the unit of measurement, there are two ways of categorizing variables".

Identify these two (02) categories of variables. Enhance your answer giving examples from research studies in the field of management.

04. "A hypothesis is a speculative statement that is subjected to verification through a research study".

Discuss the functions and characteristic of a hypothesis giving examples related to management research.

05. "...Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place. While being an effective method of collecting primary data observation has its own limitations and weaknesses that sometimes inhibit its usability".

Critically analyse the above statement. Your answer should include a discussion of the problems you are likely to encounter in using observation as a method of data collection.

06. Discuss the factors affecting the reliability of a research instrument giving examples.

07. a) What do you understand by the term 'attitude scales' ?  
b) Name any three (03) types of attitude scales that you know of and briefly explain each.

08. Differentiate between the following terms;

- a) Deductive theory and inductive theory  
b) Positivism and interpretivism

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