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THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY - MCU 3205
FINAL EXAMINATION - 2016
DURATION: THREE (03) HOURS

DATE: 10.07.2016

TIME: 01.30 pm to 04.30 pm

Instructions:

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

01. "...research is a process of collecting, analysing and interpreting information to answer questions. ... to qualify as research, the process must have certain characteristics". (Kumar: 2011:8)

Identify these characteristics of the research process and briefly explain each.

02. Identify the four (04) ways in which a literature review can help your own research study. Explain your answer using examples.

03. The formulation of a research problem is the first and most important step of the research process. There are a number of considerations to keep in mind when selecting a research problem/topic. (Kumar, 2011)

Identify the considerations in selecting a research topic and briefly explain each.

04. Explain the differences between a concept and a variable. Use examples from management research to illustrate your answer.

05. a) What is a research design?
b) Discuss the functions of a research design using examples.
06. Identify the four (04) types of unstructured interviews that are prevalent in qualitative research and provide a brief description of each.
07. a) Explain the concept of validity.
b) Name the three (03) types of validity in quantitative research and briefly explain each.
08. Write short notes on the following;
- a) Intervening variable
 - b) Ratio scale
 - c) Non-participant observation
 - d) Construct validity

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