



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05
RESEARCH METHODOLOGY - MCU 3205
ASSIGNMENT TEST - 2016
DURATION: TWO (02) HOURS**

DATE: 30.10.2016

TIME: 10.00 AM TO 12.00 NOON

Instructions:

Answer any FOUR (04) questions. All questions carry equal marks.

1. "When selecting a research problem there are a number of considerations to keep in mind which will help to ensure that your study will be manageable and that you remain motivated". (Kumar: 2011: 47)

Identify and briefly explain five considerations that should be kept in mind when selecting a research problem. (25 marks)

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 your answer. (25 marks)

3. There are a number of research strategies that differentiate themselves based on the specific approaches and techniques that are used to collect information when conducting a research.

Briefly explain five research strategies highlighting specific characteristics that differentiate each strategy from another. (25 marks)

4. The purpose of sampling in quantitative research is to draw inferences about the group from which the sample is selected. (Kumar, 2011)

Identify five sampling techniques and briefly explain each. (25 marks)

5. Assume that you wish to study about the stress level of students who study for this degree program as full time students compared to the students who study while doing jobs. Your chosen research design is to have unstructured discussions with some students of your level. You are asked by your teacher to explain why your chosen research design is as valid as a questionnaire-based survey.

What would be your answer? Elaborate your answer under five main points. (25 marks)

6. Write short notes for any five topics given below.
- a. Research ethics
 - b. Secondary sources
 - c. Mixed method
 - d. Explanatory study
 - e. Questionnaire
 - f. Cross-sectional studies
 - g. Interview

(25 marks)