



THE OPEN UNIVERSITY OF SRI LANKA  
 BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME - LEVEL 05  
 RESEARCH METHODOLOGY - MCU 3205  
 ASSIGNMENT TEST - 2017  
 DURATION: TWO (02) HOURS

DATE: 28.10.2017

TIME: 10.00 AM TO 12.00 NOON

**Instructions:**

Answer question Number ONE (01) in Part A and any TWO (02) questions from part B. Question Number ONE (01) is compulsory.

Part A

1. The time was around 1.30 p.m. as *Pivindi* reached the Neemure village, a popular tourist destination located in the Sabaragamuwa District. Taking a note book and a pen to her hands, *Pivindi* started wandering through the village looking for 'data' for her undergraduate research project. Even though she has seen the surrounding of Neemure in movies and photographs previously for several times, this was the first time that she visited the village as she was interested in doing a study about the impact of tourism on the living conditions of Neemure inhabitants. As an enthusiastic budding researcher she was quite interested in locating herself in the village for few days to collect 'data' for the study. Yet, she was not confident about how she could approach the participants and the techniques that she can adopt in generating 'data'.

As a final year undergraduate who has a thorough knowledge of Research Methodology, you are required to;

- i. Create a meaningful and creative research title for *Pivindi's* research. (3 marks)
- ii. Draft two research objectives for the study by considering her interest as mentioned in the scenario. (7 marks)
- iii. Suggest a suitable research strategy that *Pivindi* can adopt and justify your suggestion in the given context. (10 marks)
- iv. Explain two methods that *Pivindi* can use in generating data from the participants. (10 marks)
- v. Briefly explain a suitable sampling technique for *Pivindi* to approach the participants and the challenges she may experience when selecting the sample using the suggested technique. (10 marks)
- vi. Advise *Pivindi* on the ethical concerns of research that she needs to be careful about when conducting this study in the given context. (10 marks)

(Total 50 marks)

**Part B**

2. i. Define 'Research' in your own words. (05 marks)
- ii. As a management undergraduate briefly explain the importance of studying research methodology. (10 marks)
- iii. The formulation of the research problem is the first and the most important step of the research process. It is like the identification of the destination before undertaking a journey. Simply the way you formulate a problem determines almost every step of your research (Kumar, 2005).
- Do you agree with the above statement? Justify your answer. (10 marks)
- (Total 25 marks)
3. i. Suppose that you are given an assignment to write an essay on the 'Higher Education System in Sri Lanka'. Briefly explain the sources of literature that you can access in order to obtain information for your essay. (15 marks)
- ii. Literature on the area that the researcher is investigating should be relevant, salient and contemporary.  
Comment on the above statement with suitable examples. (10 marks)
- (Total 25 marks)
4. i. Briefly explain why it is important to ensure the validity and reliability in a research. (10 marks)
- ii. Assume that the HR manager of your organization is planning to conduct a survey to determine the level of employee satisfaction under current working conditions. Advise the HR manager about three main things that he/she need to be careful about when assuring the reliability of the survey. (15 marks)
- (Total 25 marks)
5. Write short notes for any five topics given below.
- i. Archival research
- ii. Cross-sectional study
- iii. Mixed method
- iv. Positivism
- v. Explanatory study
- vi. Snowball sampling
- (Total 25 marks)