

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES (HONOURS) DEGREE PROGRAMME  
LEVEL - 06  
FINAL EXAMINATION - 2018 OCTOBER  
RESEARCH METHODOLOGY - MCU 3205/MSU5505**



**DURATION: THREE (03) HOURS**

**DATE: 03. 11. 2018**

**TIME: 09.30 AM TO 12.30 PM**

**Answer Any Five (05) Questions.**

- 1) Upon the successful completion of a few market surveys, 'Wheels' supermarket chain changed its outlook with the slogan of 'Green Wheels'. Through this rebranding campaign the appearance and the layout of the outlets underwent some significant changes which were promoted via media channels. Newly added Juice Bar, Hot Kitchen and specially the Green Colour theme amused the customers and made them curious to experience this change by rushing into the outlets. Yet, few days after the rebranding, as the company could not sustain its momentum, the management decided to conduct a market study to identify the perception of the customers towards Wheels's new outlook.

Assuming that you have been recruited by 'Wheels', as a Research Assistant to conduct this study

- a. Draft two objectives for the study. (4 marks)
  - b. Suggest and explain two data collection methods that can be used to generate data about the customer perceptions. (5 marks)
  - c. Identify and explain the most appropriate sampling technique that needs to be used to select the sample for the study. (5 marks)
  - d. Draft 3 possible questions to be included in a questionnaire to understand the perceptions of customers. (6 marks)
- 2) 'The purpose of an experiment is to study causal links; whether a change in one independent variable produces a change in another dependent variable'
- a. In the light of the above statement explain the way of conducting an experimental study using suitable examples. (10 marks)
  - b. Explain how an experimental study differs from a survey. (10 marks)

- 3) 'The literature review is an integral part of the research process and makes a valuable contribution at almost every operational step.'

Evaluate the above statement highlighting four (04) key benefits that a literature review can bring to a research study. (20 marks)

- 4) 'Sampling is the process of selecting a few from a bigger group to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group.'

Explain four (04) nonprobability sampling techniques that can be used to select a sample with suitable examples. (20 marks)

- 5) 'Interviews may be highly formalized and structured, using standardized questions for each research participant, or they may be informal and unstructured conversations. In between there are intermediate positions as well'.

- a. Explain three (03) types of interviews with suitable examples. (12 marks)
- b. Discuss two (02) main reasons for a researcher to select the interview method to gather data over the questionnaire method. (08 marks)

- 6) Write short notes on any four (04) of the topics given below with suitable examples.

- a. Qualitative Research
- b. Quantitative Research
- c. Simple Random Sampling
- d. Validity
- e. Reliability
- f. Research Design

(20 marks)

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