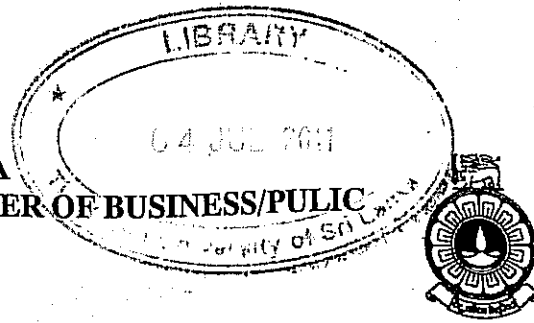


THE OPEN UNIVERSITY OF SRI LANKA  
 COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC  
 ADMINISTRATION PROGRAMME  
 FINAL EXAMINATION 2010 /11  
 MCP2698 - RESEARCH METHODS  
 DURATION THREE (03) HOURS



DATE: 05<sup>th</sup> December 2010

TIME: 9.30am to 12.30pm

**Instructions:**

- Answer four (04) questions including question No.1.
- Each answer carries equal marks.
- State the number assigned to the question clearly in your answer book.
- Illegible handwriting will cause loss of marks.

1. A recent survey of tea factories serving the tea small holding sector in the south of Sri Lanka has revealed the following; majority of the factories depend on female labourers who are above 40 years of age and the factories find it difficult to attract and retain educated youth. The wages paid to workers are comparatively low and the working conditions in most of the factories are also poor. A high level of absenteeism and turnover has been recorded in respect of young workers who prefer to earn a higher daily wage outside the plantation sector. About a third of the tea factories surveyed had unfilled labour vacancies.
  - a. State your research question based on the information given above.
  - b. Suggest an appropriate research design to conduct a study to find answers for your research question.
  - c. What are the important concepts and variables linked to the problem which you wish to investigate?
  - d. What methodology do you propose to conduct a successful study?
2. What are the main features of the positivist research paradigm? Explain how those features help a researcher to maintain "scientific" character of a research study.
3. A conceptual definition tells you what the concept means, while operational definitions tell you how to measure a concept". Explain using an example of a research problem.

4. Qualitative research has great potential to capture complex issues in management compared to quantitative research. Do you agree? Explain with an example.
5. What is the purpose of sampling? Show how a probabilistic sample of a population can be applied to study a problem in management.
6. Using an appropriate example from management explain how parametric tests can be applied to measure relationship between independent and dependent variables.
7. Case study method in management research is considered more appropriate when the boundary between a problem and its context can not be easily distinguished. Explain using an example from contemporary organizations.

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