THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BMSHONS IN MARKETING MANAGEMENT

MMU5498 – RESEARCH METHODOLOGY FOR MARKETING MANAGEMENT
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

DATE: 9th March 2025 *TIME: 1.30 P.M. – 3.30 P.M*

INSTRUCTIONS:

- Answer **Question One (01)** and **Any Two (02) Other Questions.**
- Question 01 carries 50 marks in total and all other questions carry equal marks.
- Each question should be started on a new page.

1. Narita is responsible for managing the fresh, organic product category at a supermarket chain in Sri Lanka. After the Covid-19 pandemic, she noticed a decline in consumer interest in these products. In response, Narita informed the supermarket's research team about this trend. The research team is now planning to conduct a research study to gather information on the factors influencing this change in consumer behaviour.

   a) Suggest a research topic that the research team can work out. (04 Marks)

   b) Draft 03 research objectives for the study. (06 Marks)

   c) Explain 03 sources of research problems with examples. (15 Marks)

   d) Explain the steps in formulating a research problem with a suitable example. (25 Marks)

   (Total 50 Marks)

2. a) Explain the difference between Basic and Applied Research with examples. (10 Marks)

   b) Yohan is seeking a research idea for his final Marketing research project and is asking for your assistance. Explain 03 techniques that can be used to generate research ideas. (15 Marks)

   (25 Marks)

3. "A literature review is the foundation for a successful research study". Elaborate your answer with appropriate examples. **(25 Marks)**

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4. a) Explain 03 tips for writing a good research title. (15 Marks)

b) Discuss the importance of referencing the work of others in a research study with suitable examples. (10 Marks)

(25 Marks)

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