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THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5498 RESEARCH METHODOLOGY FOR MARKETING
FINAL EXAMINATION – 2024/2025
DURATION – THREE (03) HOURS

DATE: 04th JUNE 2025 *TIME: 09.30 am – 12.30 pm*

INSTRUCTIONS:

- **Answer four (04) questions only.**
- **All questions carry equal marks.**
- **Start each answer from a new page.**

1. Hazna is planning to study the influence of social media on tourists' restaurant selection decisions while they are traveling.

(i) Suggest an appropriate title for the study. (02 Marks)

(ii) Draft 3 Research objectives for the study. (03 Marks)

(iii) Explain the steps involved in the research process. (20 Marks)

(25 Marks)

2.

(i) Describe the differences between inductive and deductive research approaches. (10 Marks)

(ii) Explain the importance of conducting a literature review with examples. (15 Marks)

(25 Marks)

3. Yhoga, a student entrepreneur at the Open University, runs a business selling imported garments through Facebook. With a follower base of 100,000, his promotional videos receive around 50 active responses per week. For his final-year research project, he intends to study the influence of Facebook on his business performance.

(i) Explain 03 sampling techniques with examples. (15 Marks)

(ii) Propose a suitable sampling technique for Yhoga's study and justify your answer. (10 Marks)

(25 Marks)

4. (i) Distinguish the difference between primary and secondary sources of data with examples. (15 Marks)

(ii) Explain the key ethical consideration in the data collection process. (10 Marks)

(25 Marks)

5. Niroga, a marketing manager at a private hospital in Colombo, has observed an increase in complaints regarding the service provided by the front office staff in the OPD unit. Hence, she is planning to conduct a research study to identify the reasons for consumer complaints.

(i) Explain 03 data collection methods with examples. (15 Marks)

(ii) Niroga intends to employ a qualitative research methodology. Do you agree with her decision? Justify your answer. (10 Marks)

(25 Marks)

(Total 100 Marks)

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