00192

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS
MMU5505 RESEARCH METHODOLOGY
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. Izra is planning to study the influence of leadership behaviour on employee commitment.

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

(ii) Draft 03 research objectives for the study. (03 Marks)

(iii) "Literature review is a fundamental and essential part of the research process". Explain with examples. (20 Marks)

(25 Marks)

2. Bela is conducting research on consumer engagement toward Facebook page of her organic tea brand "BelaT". She has decided to conduct quantitative survey research.

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

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

(10 Marks)

(25 Marks)

3. Jay is working as a marketing manager at a regional bank in Galle. He has noticed an increase in negative online reviews specifically related to the bank's customer service. In response, he is planning to conduct a research study to identify the underlying causes of these complaints.

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

(ii) Propose a suitable data collection method for the study mentioned above, providing justification for your choice. (10 Marks)

(25 Marks)

4. (i) Describe the differences between quantitative and qualitative research. (10 Marks)

(ii) Explain 03 types of measurement scales with examples. (15 Marks)

(25 Marks)

5. Write short notes.

(i) Ethics in Research

(ii) Research Design

(iii) Non-Probability sampling techniques

(iv) Sources of secondary data

(v) Inductive research approach

(25 Marks)

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