THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5498-RESEARCH METHODOLOGY FOR MARKETING MANAGEMENT
FINAL EXAMINATION – 2025/2026
DURATION – THREE (03) HOURS

71

DATE: 28th June 2026 ***TIME: 1.30 P.M. – 04.30 P.M***

- Answer **any four (4) questions**
- All questions carry equal marks.
- Answer to each question on a new page.

01.

Ruwanya and Nawamya, who are marketing undergraduates, were discussing the influence of ChatGPT on higher education in Sri Lanka. Ruwanya pointed out the positive aspect of ChatGPT, arguing that it enhances learning, improves access to information, and supports academic performance. Nawamya mentioned the negative aspects of using ChatGPT, highlighting that excessive reliance on ChatGPT may reduce critical thinking, creativity, and independent learning among students. Finally, they decided to conduct a study to investigate whether integrating artificial intelligence tools into higher education has a positive or a negative impact on students.

a) Propose an appropriate title for the study. (02 Marks)

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

c) Discuss six layers (06) of 'Saunders' Research Onion' as a framework for determining the research design in relation to the above study. (20 Marks)

(25 Marks)

02.

a) Briefly describe the difference between inductive and deductive research approaches. (05 Marks)

b) A researcher intends to study the impact of brand authenticity on consumer trust towards an educational institute. Identify and evaluate three (03) primary data collection methods that can be employed for the study, with justifications for each of their uses. (20 Marks)

(25 Marks)

03.

a) Discuss the steps of the research process using a suitable example. (15 Marks)

b) Using an example, explain the importance of the 'literature review' in research. (10 Marks)

(25 Marks)

04.

An insurance company is planning to expand its business into the solar energy sector by integrating renewable energy solutions with its existing operations. The company currently has a customer base of 100,000 clients. As a marketing executive appointed, you are required to conduct consumer market research to identify the market potential.

a) Describe three (03) sampling techniques that can be used in market research. (15 Marks)

b) Explain the suitability of the convenience sampling technique to collect data for this study.

(10 Marks)

(25 Marks)

05.

The management of Akira Hotel, located near the Yala National Park, intends to study the influence of safari tourism activities on wildlife conservation, visitor satisfaction, and local economic development by creating employment opportunities for nearby communities.

a) Identify the population of the above study. (05 Marks)

b) Discuss the quantitative, qualitative, and mixed-method research methodologies. (12 Marks)

c) Explain with justifications, the most appropriate methodological choice for this study.

(08 Marks)

(25 Marks)

(Total 100 Marks)

-All rights reserved-