

**Rajarata University of Sri Lanka**  
**Faculty of Management Studies**

**Bachelor of Science (Business Management) Special Degree/  
Bachelor of Science Honors in Marketing Management  
Year III Semester II Examination, January 2025  
MGT 3253 Research Methodology (Old Syllabus)**

**No. of Questions: 05**

**No. of Pages: 02**

**Time: Three (03) hours**

**Instructions to Candidates:**

Answer all questions

**Question No. 01**

Suppose that you are investigating the impact of organizational culture on employee commitment of telecommunication industry in Sri Lanka. Your goal is to identify whether organizational culture affects employee commitment.

- a). What is the research problem being addressed in this study?  
(05Marks)
  - b). What role does the literature review play in this research?  
(05Marks)
  - c). Formulate two (02) research questions and two (02) objectives for this study.  
(06 Marks)
  - d). Which approach you would choose for this study? Justify.  
(04 Marks)
  - e). Describe a suitable sampling technique to select participants for this study.  
(04 Marks)
  - f). Which data collection method/s would you use? Justify.  
(04 Marks)
  - g). How would you ensure the validity and reliability of your data collection tools?  
Explain two (02) possible methods for each.  
(08 Marks)
  - h). Explain two (02) actions that you can take to ensure the research ethics in this study.  
(04 Marks)
- (Total 40 Marks)**

**Question No. 02**

- a). Distinguish between Inductive research and deductive research providing two (02) examples for each  
(06 Marks)
  - b). Briefly explain the concepts of “Research Philosophy” and “Research Methodology” providing suitable examples.  
(09 Marks)
- (Total 15 Marks)**

**Question No. 03**

- a). “Defining a research problem is the first step of the research process”. Discuss the importance of a well-defined research problem with suitable examples.  
(06 Marks)
- b). Compare exploratory, descriptive and explanatory research designs with examples for their applications.  
(09 Marks)

**(Total 15 Marks)**

**Question No. 04**

- a). How can a conceptual framework guide the direction of a study? Discuss with suitable examples.  
(06 Marks)
- b). Explain the difference between cross sectional and longitudinal research designs highlighting their applications.  
(09 Marks)

**(Total 15 Marks)**

**Question No. 05**

- a). Discuss the roles of descriptive statistics and inferential statistics in quantitative research.  
(06 Marks)
- b). Assume that you have provided with a set of interview transcripts that carry some qualitative data relating to customers’ perception on in-store shopping experience during Christmas season. Elaborate the process of thematic analysis that could be used to analyze the given data.  
(09 Marks)

**(Total 15 Marks)**

**-----End of the Paper-----**