



**Institute of Human Resource Advancement (IHRA)  
University of Colombo, Sri Lanka**

**Master of Science in Service Management Course No.05  
4<sup>th</sup> Trimester Examination**

**(Held in August, 2020)**

**MSM 6433 – Research Methods**

**Instructions to the Candidates**

- (1) This paper consists six (06) questions and two (02) pages.
- (2) Answer only four (04) questions selecting at least one question from each part.
- (3) Use separate answer books for Part I & Part II. Write on the top of the answer book whether it is Part I or Part II. Tie up Part I & Part II separately.
- (3) Write your Index Number on all pages of answer scripts.
- (4) Time allocated for the examination is Three (03) hours.
- (5) Tie up all answer sheets at the end of the examination.
- (6) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.

### **Part I**

1.
  - i. Briefly explain the key characteristics of research problems suitable for qualitative research  
(07 Marks)
  - ii. What are the key rules you a researcher should keep in mind when designing qualitative research?  
(08 Marks)
  - iii. A leading private hospital in Sri Lanka has identified that in the recent past there are number of customer complaints regarding various aspects of service quality and number of customer coming to the hospital has decreased. While the hospital has noticed this situation will become adverse if not resolved immediately and intend to conduct a research.

Develop two research questions based on the below scenario

(10 Marks)

**(Total 25 Marks)**

2.
    - i. Identify two ways of collecting qualitative data for a research study and critically evaluate the two methods  
(10 Marks)
    - ii. Explain the process you would adapt to analyses qualitative data  
(15 Marks)
- (Total 25 Marks)**

### **Part II**

3.
  - i. "Researchers translate problem into research questions and objectives". Briefly describe the difference between research problem, research questions and research objectives by taking examples from your own research project.  
(10 Marks)
  - ii. Differentiate between Exploratory and Descriptive research approaches with examples  
(15 Marks)

**(Total 25 marks)**

4.

- i. The outcome of quantitative research is the testing of a theory or theoretical insights in a predetermined reality.

Discuss the above statement by highlighting the steps of deductive research approach

(10 Marks)

- ii. Compare and contrast nominal, ordinal, interval and ratio scale with suitable examples.

(15 Marks)

**(Total 25 marks)**

5.

- i. What is Systematic Sampling? Discuss the advantages and disadvantages of systematic sampling method.

(10 Marks)

- ii. Briefly discuss the purpose of conducting literature review and describe the steps of conducting a proper literature review.

(15 Marks)

**(Total 25 marks)**

6.

- i. Briefly explain conceptual framework including moderating and mediating variables.

(10 Marks)

- ii. Construct a questionnaire comprising of five (05) questions regarding demographic aspects of respondents, five questions (05) on the dimension of any business issue you like to study and another five questions (05) of Likert- scale pattern on the influencing factors on the chosen business issue.

(15 Marks)

**(Total 25 marks)**

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