



Institute of Human Resource Advancement (IHRA)

University of Colombo, Sri Lanka

Master of Science in Service Management Course No.07 (English Medium)

4th Trimester Examination - 2023

(Held in February, 2023)

MSM 6433 – Research Methods

Instructions to the Candidates

- (1) This paper consists of seven (07) questions and five (05) pages.
- (2) Answer any five (05) questions.
- (3) Time allocated for the examination is three (03) hours.
- (4) Write your Index Number on all pages of answer scripts.
- (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.

1. Writing the literature review is an extensive process that entails searching for, organizing, and summarizing the related research and literature on a particular topic. However, the literature review is the most important in research.

i. How could literature help you in your research?

(05 Marks)

ii. Paraphrasing is an important skill you have to develop as a researcher. What steps do you adopt to ensure that you are paraphrasing effectively?

(05 Marks)

iii. Below is an extract of a literature review done by a researcher. Do you consider it as a good literature review? Why?

(05 Marks)

There is an overall optimistic view about the opportunities that Digital Transformation (DT) can be a disruptive force that, if unintended, uncontrolled, or underestimated, may negatively affect sustainability (Andriushchenko et al., 2020). Hillali (2019) noticed some of the drivers of DT impact sustainability, and Brenner and Hart (2021) identified a relationship between DT and the three pillars of sustainability. Moreover, Gomez-Trujillo (2021) pointed out digital transformation as a driver and a predecessor of sustainability. DT itself directly influences sustainability. Further, there is a positive relationship between digitalisation and the improvement of Sustainability (Guandalini, 2022). Digitalization also has an important impact on sustainability (Jelovac, 2021). Pyka (2017) found digitalisation plays a crucial role in a company's successful transformation to its sustainability.

iv. Identify one author prominent and one information prominent citation from the above literature review.

(05 Marks)

(Total 20 Marks)

2. Read the below paragraph and answer the questions below

The tea industry is one of the main sources of foreign exchange in Sri Lanka. While Sri Lanka's tour offers beaches, wildlife, cultural and archaeological sites as well as other natural and manmade attractions, it has failed to allocate a prominent place for tea plantations as a tourist attraction. Beaches and nature are mostly marketed compared to tea tourism. Tea is a major contributor to the GDP and plantings cover 221,000 hectares (324,900 acres), and nearly 4% of the land area in Sri Lanka is used for tea plantation. Even though tourists are visiting Sri Lanka for several purposes, according to the Sri Lanka Tourism Development Authority only a few tourists have been involved in tea tourism activities.

- i. Identify the research problem in the above case

(04 Marks)

- ii. Advice on how to improve the research problem writing for the above researcher.

(08 Marks)

- iii. Identify two research questions and 2 objectives for the above-mentioned problem.

(08 Marks)

(Total 20 Marks)

3. i. What are the different research approaches available in line with conducting a research? Explain with appropriate examples.

(10 Marks)

- ii. Introduce different sampling methods those can be used in conducting a scientific research.

(10 Marks)

(Total 20 Marks)

4. i. What are the different data collection strategies you could recommend for a research? Explain them indicating their suitability with suitable examples.

(10 Marks)

- ii. Discuss different factors to be considered in developing a research questionnaire.

(10 Marks)

(Total 20 Marks)

5.

- i. Sampling techniques should be selected well in relation to the research study. Determine the appropriate sampling technique to select the following samples.

- a. To select 100 employees out of 500 employees in an organization.
- b. To select employees from O/L, A/L and Graduate qualifications.
- c. To select poor people in the island.
- d. To select drug abusers.
- e. To select several employees who are frustrated in an outside organization.

(02×5 = 10 Marks)

- ii. Explain the following questions with examples included in a questionnaire.

- a. Dichotomous questions.
- b. Multi-Options questions.
- c. Likert scale questions.
- d. Numeric questions.
- e. Open-Ended questions.

(02×5 = 10 Marks)

(Total 20 Marks)

6. i. In quantitative research, Positivistic paradigm is frequently applied. Describe this statement using six tenets of positivism.

(12 Marks)

- ii. Explain Inductive and Deductive approaches used in research.

(08 Marks)

(Total 20 marks)

7. i. Analytical techniques depend on the types of data. Describe this statement.

(10Marks)

- ii. Decide the most appropriate statistical technique to address the following objectives.

- a. To examine the nature of service quality and employees' satisfaction.
- b. To study the relationship between service quality and employees' satisfaction.
- c. To test the internal consistency of likert scale items.
- d. To identify the effect of service quality on employees' satisfaction.
- e. To study whether there is a difference in employees' satisfaction between male and female employees.

(02×5 = 10 Marks)

(Total 20 Marks)
