



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BBM3302 BUSINESS RESEARCH METHODS**  
Semester & Year : January-April 2016  
Lecturer/Examiner : Assoc. Professor Dr. Mazirah Yusoff  
Duration : 3 hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (40 marks) : FOUR (4) short-answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.  
PART B (60 marks) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT-ANSWER QUESTIONS (40 MARKS)**

**INSTRUCTION** : **FOUR (4)** short-answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

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**Question 1**

Differentiate the **FOUR (4)** types of measurement scales that researchers have to take note of in undertaking their research.

(10 marks)

**Question 2**

Data collection methods are important part of research design and the use of appropriate methods greatly enhance the research value. Identify and explain **TWO (2)** data collection methods, highlighting their advantages and disadvantages to researchers.

(10 marks)

**Question 3**

Demonstrate the major steps in the sampling process.

(10 marks)

**Question 4**

Analyze the activities that researchers have to do in getting the data ready for their quantitative data analysis.

(10 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (60 MARKS)**

**INSTRUCTION** : **THREE (3)** essay questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

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**Question 1**

You have been invited to present a paper on “Hallmarks of Scientific Research” at a Research Conference. Prepare the details of your presentation, highlighting each characteristic accordingly.

(20 marks)

**Question 2**

A literature review assists the researcher to develop a good problem statement. Generate the steps that researchers can adopt towards effective literature review section.

(20 marks)

**Question 3**

According to Sekaran and Bougie (2009), sound questionnaire design should focus on three issues as they can minimize bias in research. Evaluate the statement.

(20 marks)

**END OF EXAM PAPER**