



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : **BGN3302 Research Methods for the Service Industry**  
 Semester & Year : January – April 2017  
 Lecturer/Examiner : Ms. Chong Poh Ling  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
  - PART A (10 marks) : TEN (10) multiple choice questions. Answer ALL questions. Shade your answers in the Multiple Choice Answer Sheet provided.
  - PART B (90 marks) : FOUR (4) 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 = 4 (Including the cover page)**

**PART B : ESSAY QUESTIONS (90 MARKS)**

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

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1. What do you understand by basic research and applied research? Compare and contrast clearly, using appropriate examples the differences between basic research and applied research.

(20 marks)

2. a) Explain briefly your understanding of a research proposal.

(5 mark)

b) What are the main components in the research proposal? Explain and discuss on your answer.

(15 marks)

3. Evaluate the advantages and disadvantages of personal interview and internet survey methods that a researcher can use for data collection.

(30 marks)

4. A literature review is a step-by-step process that involves the identification of published and unpublished work from secondary data sources on the topic of interest.

a) State and describe **SIX (6)** purposes of a critical literature review.

(12 marks)

b) Identify and state **EIGHT (8)** sources of literature.

(8 marks)

**(Total: 20 marks)**

**END OF EXAM PAPER**