



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID : 

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Student Name : \_\_\_\_\_  
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Course Code & Name : **BGN3302 RESEARCH METHODS FOR SERVICE INDUSTRY**  
Trimester & Year : January – April 2018  
Lecturer/Examiner : Chan Kok Eng  
Duration : 3 Hours

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#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (10 marks) : TEN (10) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (90 marks) : Five (5) essay answers. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 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.

**Total Number of pages = 4 (Including the cover page)**

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

**INSTRUCTION(S) : FIVE (5) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

**QUESTION 1**

Do you agree that managers who are knowledgeable about research and research methods have great advantages over those who do not? Justify your answer.

(16 marks)

**QUESTION 2**

Analyse the factors affecting the choice of research design. (20 marks, 4 each)

(20 marks)

**QUESTION 3**

There are advantages as well as drawbacks of conducting a research study using a longitudinal compared to cross-sectional approach. Explain.

(20 marks)

**QUESTION 4**

Answer the two questions below:

A. What guidelines need to be followed when evaluating the relevance of the literature?

(10 marks)

B. Identify any 2 of common errors that should be avoided in writing a literature review.

(4 marks)

(Total = 14 marks)

**QUESTION 5**

Evaluate the statement, "A random sampling data collection technique has its advantages and disadvantages."

(20 marks)