



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Subject Code & Name : **BBM3302 Business Research Methods**
 Semester & Year : September – December 2016
 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.

1. Write short notes on each of the following terms and support your answer with an example.
 - a) Closed-ended question
 - b) Probability sampling
 - c) Nominal scale
 - d) Longitudinal studies
 - e) Exploratory research

(20 marks)

2. What are the steps in hypothetico-deductive research? Explain them using your own examples.

(20 marks)

3. Discuss the advantages and disadvantages of personal and telephone interviews.

(25 marks)

4. Why is the ratio scale considered to be the most powerful of the four scales? Explain and elaborate on the other **THREE (3)** scales.

(25 marks)

END OF EXAM PAPER