BERJAYA
UNIVERSITY COLLEGE

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

Student ID (in Words) :

Course Code & Name	: BGN3302 Research Methodology For Service Industry
Trimester & Year	: September – December 2018
Lecturer/Examiner	: Dr. Lai Ving Kam, Associate Professor
Duration	: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (10 marks)   :   **Answer all TEN (10) multiple choice questions.**
    PART B (90 marks)   :   **Answer only FIVE (5) essay questions out of NINE (9) questions given.**
    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 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 = 6 (Including the cover page)

END OF PART A

PART B : ESSAY QUESTIONS (90 MARKS)
INSTRUCTION(S) : **Answer only FIVE (5) essay questions out of NINE (9) questions given. Answers are to be written in the Answer Booklet provided.**

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Question 1

Research provides the needed information that guides stakeholders to make informed decisions to successfully deal with problems.

a. Assemble and summarize **THREE (3)** research approaches in a business research.

(12 Marks)

b. The purpose of research is to discover answers to questions through the application of scientific procedures. In fact, research is an art of scientific investigation, illustrates **FOUR (4)** common traditional views of research.

(6 Marks)
(Total 18 Marks)

Question 2

Exploratory study is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past.

a. Assess **FOUR (4)** objectives of exploratory research.

(9 Marks)

b. List and describe **FOUR (4)** methods used in exploratory research.

(9 Marks)
(Total 18 Marks)

Question 3

Descriptive research describes and measures phenomena at a point in time. Descriptive research is undertaken to provide answers to questions of who, what, where, when, and how – but not why.

a. Assess the **TWO (2)** basic classifications of descriptive research.

(9 Marks)

b. List and appraise **FOUR (4)** functions of descriptive research.

(9 Marks)

(Total 18 Marks)

Question 4

Whether in scientific research or in everyday life, we often need to choose between alternative explanations or theories.

a. Select and illustrate **SIX (6)** key terminologies associated with scientific investigation in research.

(9 Marks)

b. Illustrate **SIX (6)** advantages of in-house business analysts or resultants in internal business research study.

(9 Marks)

(Total 18 Marks)

Question 5

The sampling procedure depends on the purpose of the sampling and a careful consideration of the parameters of the population. There are eight different approaches to sampling, which fall into two major categories: probability sampling and non-probability sampling.

a. Explain in **FOUR (4)** points on why the need of sampling?

(6 Marks)

b. Identify and illustrate **FOUR (4)** types of Probability Samples.

(6 Marks)

c. Identify and illustrate **THREE (3)** types of Non probability Sample.

(6 Marks)

(Total 18 Marks)

Question 6

A research definition of trustworthiness might be: "Demonstration that the evidence for the results reported is sound and when the argument made based on the results is strong." The trustworthiness of a qualitative study can be increased by maintaining high credibility and objectivity.

a. Assess the **FOUR (4)** trustworthiness of a research report.

(8 Marks)

b. Generalizability is applied by researchers in an academic setting defined as the extension of research findings and conclusions from a study conducted on a sample population to the population at large. While the dependability of this extension is not absolute, it is statistically probable.
Illustrate **TWO (2)** aspect of generalizability and **FOUR (4)** requirements for generalizability.

(10 Marks)
(Total 18 Marks)

Question 7

The literature review can play an extremely important role in shaping your research problem. It also helps you to define the relationship between your research problem and the body of knowledge in the area.

In pursuing the literature review, the researcher needs systematic and holistic approach. Develop a proper **SIX (6)** steps approach in conducting comprehensive research. Justify your answer.

(18 Marks)

Question 8

Likert scales are a common ratings format for surveys. Respondents rank quality from high to low or best to worst using five or seven levels.

Researchers have generally grouped data collected from these surveys into a hierarchy of four levels of measurement. Appraise these **FOUR (4)** levels of measurement supported with **TWO (2)** justifications.

(18 Marks)

Question 9

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

a. Outline the **SIX (6)** steps to design research questionnaires.

(9 Marks)

b. List the **SIX (6)** data collection tools in research project.

(9 Marks)
(Total 18 Marks)

End of Part B

END OF EXAMINATION PAPER