



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : BUS3104 Research Methodology
 Trimester & Year : September – December 2018
 Lecturer/Examiner : Dr. Lai Ving Kam, Associate Professor
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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)

PART A : Multiple Choice Questions (10 Marks)
INSTRUCTION(S) : Answer ALL TEN (10) multiple choice questions on the answer sheet provided

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

Question 1

Research problem is the heart of any research project. Without a focused problem, there is no research. A research problem is usually posed as a question, preferably a direct and simple one.

- a. Identify and illustrate the **TWO (2)** ways in stating the problem. Justify your answer.
(6 Marks)
- b. In ascribing the research problem logically, identify and describe the **THREE (3)** customary types of research.
(12 Marks)
(Total 18 Marks)

Question 2

- a. According to Peircean Logical System, identifies and describes all the **THREE (3)** types of reasoning in research.
(12 Marks)
- b. Explain **FOUR (4)** reasons why research is important?
(6 Marks)
(Total 18 Marks)

Question 3

The reliability and validity of a research measure is not established by single study but by the pattern of results across multiple studies.

a. Reliability is the degree to which an assessment tool produces stable and consistent results. Outline and illustrate the **FOUR (4)** types of reliability in a research study. (8 Marks)

b. Validity refers to how well a test measures what it is purported to measure. Outline and illustrate the **FIVE (5)** types of validity in a research study. (10 Marks)

(Total 18 Marks)

Question 4

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 5

- a. 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. 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)

Question 6

Identify **NINE (9)** areas in compare and contrast **Quantative** Vs Qualitative research
(18 Marks)

Question 7

Reviewing the literature is to understand the theoretical and operational systems relevant to our area of interest. What is known about the constructs and concepts in our area of interest? What theories are proposed that link our variables of interest?

a. Imagine that you are doing the final research project, construct a complete working roadmap to guide you to effectively perform the literature review. The roadmap guideline is not less than 6 steps.

(9 Marks)

b. To distinguish and present the literature review, develop an approach to write and document your outcomes and summary

(9 Marks)

(Total 18 Marks)

Question 8

Confidence intervals are excellent ways of understanding the role of sampling error in the averages and percentages that are ever-present in research. A confidence interval that is too broad makes it difficult to secure an idea of where the population true value is located. On the other hands, a narrow confidence interval limits the population value.

a. In the quantitative study, confidence interval provides both the location and precision of a measure. Illustrate **THREE (3)** objectives impact the width of a confidence interval in this research study:

(9 Marks)

b. Describe **FIVE (5)** points on what is Normal Distribution in descriptive statistics.

(9 Marks)

(Total 18 Marks)

Question 9

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection.

a. Identify and describe **FIVE (5)** data collection tools in a Quantitative research.

(9 Marks)

b. Illustrate **FOUR (4)** conditions that make a good quantitative research.

(9 Marks)

(Total 18 Mar

END OF EXAMINATION PAPER