Notes to candidates:

1) The question paper consists of 9 pages and 3 sections.

   Section A - 25 questions (Multi choice questions)
   Section B - 3 questions (Structured questions)
   Section C - 3 questions (Essay questions)

2) Answer all questions in Section A, B and C

   All answers of:

   Section A must be written in OMR objective paper provided.
   Section B and C must be written in answer booklet provided.
   The answer for each question must start on a new page.

3) Return the question paper with your answer booklet.
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SECTION A: MULTIPLE CHOICE QUESTIONS (25 MARKS)
ANSWER ALL QUESTIONS.

1. The primary function of business research is to ____________.
   a. provide information to assist managers in making decisions
   b. provide solution to a business problem
   c. attempt to predict future behavior
   d. identify personal needs

2. The goal of defining the problem is ____________.
   a. to state the research question clearly
   b. to have a single hypothesis
   c. to translate a research problem into a managerial problem
   d. to initiate exploratory research

3. When deciding whether business research should be conducted, each of the following factors is a major consideration EXCEPT:
   a. time constraints.
   b. availability of the data
   c. availability of company employees who are survey experts.
   d. value of business research information in relation to its costs.

4. The research process begins with ____________.
   a. identifying research objectives
   b. forming hypothesis statements
   c. problem discovery
   d. observation and secondary data study

5. Research designs may be categorized according to their fundamental objective. Which of the following are research design categories?
   a. Scientific, exploratory, and descriptive.
   b. Descriptive, research, and experimental.
   c. Descriptive, causal, and exploratory.
   d. Causal, experimental, and scientific.
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6. The main goal of causal research is _________.
   a. to directly seek the solution to a particular, pragmatic problem
   b. to identify cause-and-effect relationships between variables
   c. to clarify the nature of problems
   d. to provide a conclusive statement about the characteristics of a particular population or phenomenon

7. The ____________ is expected to influence the ____________.
   a. independent variable; moderating variable
   b. independent variable; dependent variable
   c. dependent variable; independent variable
   d. dependent variable; moderating variable

8. ____________ is an unproven proposition that tentatively explain certain phenomena.
   a. Scientific method
   b. Hypothesis
   c. Concept
   d. Constructs

9. What type of question is the following: "I'm going to show you a sample of magazine advertisement. What does this advertisement means to you?"
   a. Open-ended
   b. Closed-ended
   c. Dichotomous
   d. Multiple choice

10. Approval for a newly established library policy on Internet use, measured on a 5-point Likert Scale, where the anchors are "Strongly Approve" and "Strongly Disapprove". Identify the correct level of measurement for the variables.
    a. Nominal
    b. Ordinal
    c. Interval
    d. Ratio
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11. Which of the following is a good practice in becoming a good interviewer?
   a. Be patient.
   b. Pay attention to accuracy and detail.
   c. Keep responses confidential.
   d. All of the above.

12. When a researcher holds a 90-minute discussion with a manager in order to determine the managers’ ideas about the feasibility of a new product launch, this is an example of a (n) ____________.
   a. case study
   b. in-depth interview
   c. secondary data analysis
   d. word association

13. A pilot study is ____________.
   a. an extremely rigorous research design involving formal methods for collecting data
   b. a small- scale exploratory research technique that uses informal data collection methods
   c. a good example of backward linkage
   d. always the best way to approach business research situations

14. Which of the following statements about survey research is NOT true?
   a. Gathers information from people by use of questionnaire.
   b. Gathers primary data.
   c. Holds the greatest potential for establishing causal relationships.
   d. May be conducted mail, personal interviews, or telephone.

15. ____________ are original works of research or raw data without interpretation that represent an official opinion or position.
   a. Secondary sources
   b. Primary sources
   c. Statistical sources
   d. Bibliographies
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16. Which of the following is a common problem with secondary research data?
   a. Outdated information.
   b. Different definition of terms.
   c. Different unit of measurement.
   d. All of the above.

17. Which section of a technical report includes discussion of sampling design, research design, and data collection procedures?
   a. Introduction
   b. Background
   c. Methodology
   d. Appendix

18. Which information source may be interpretations of a secondary source but is generally represented by indexes, bibliographies, and Internet search engines?
   a. Secondary
   b. Primary
   c. Tertiary
   d. Statistical

19. Any procedure that uses a small number of items or people to make a conclusion regarding a larger group known as the population is called ___________.
   a. statistics
   b. sampling
   c. surveying
   d. probability theory

20. If a ____________ sampling design is chosen, the process for choosing the sample must give every person within the target population a known nonzero chance of selection.
   a. census
   b. judgment
   c. non-probability
   d. probability
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21. Reducing data to a manageable size, developing summaries, and applying statistical techniques are all aspects of ____________.
   
   a. sampling  
   b. data collection  
   c. pilot testing  
   d. data analysis

22. Which format for presenting statistics is best for enhancing comprehension and providing adequate information?
   
   a. Text presentation  
   b. Semitabular form  
   c. Tables  
   d. Graphics

23. The solution to a research problem is presented in the report as a part of the ____________.
   
   a. appendix  
   b. conclusions  
   c. findings  
   d. recommendations

24. What term is used to refer to a concise summary of the major findings, conclusions, and recommendations?
   
   a. Authorization letter  
   b. Letter of transmittal  
   c. Introduction  
   d. Executive summary

25. When making an oral presentation, the speaker should ______.
   
   a. vary the volume, pitch, voice quality, articulation, and pace of speaking  
   b. memorize the speech  
   c. begin with recommendations  
   d. be comfortable enough with the material to "wing it"
SECTION B: STRUCTURED QUESTIONS (30 MARKS)
ANSWER ALL QUESTIONS.

QUESTION 1 (10 MARKS)

Given the situation below, identify the type of business research (basic or applied) for the following situations. Justify your answer.

i. A company enjoys RM500 million in sales and a 15 percent gross profit margin (before taxes). Cost of materials is 60 percent of income from sales. The materials manager believes that RM20 million can be saved through improved purchasing policies. A research will be conducted in order to develop a new improved purchasing policy.
   (2 marks)

ii. A multinational corporation wants to investigate the influence of advertising budget, product packaging, and public relations activities on sales.
    (2 marks)

iii. A university lecturer may be interested in investigating the factors that contribute to students’ achievement motivation as a matter of mere academic interest.
     (2 marks)

iv. In order to expand knowledge on leadership, a group of students decided to conduct a research to verify the validity of a particular leadership theory.
    (2 marks)

v. A larger and more modern main post office is to be constructed at a new location in a particular state. Growing suburbs have shifted the population density from where it was 30 years ago, when the current facility was built. A research will be conducted to determine the best location.
    (2 marks)
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QUESTION 2 (10 MARKS)

a. As the president of the students club of a Southern University College, you are aware that some problems among students are rising rapidly. Problems such as close proximity, not displaying their matrix cards, not properly attired, not participating in club activities and vandalism are contributing to their low academic performances. You and your club members decided to carry out a mini research to address the problems within a period of ten (10) months.

Assume you as a researcher and answer the following questions as a guide in conducting your research.

i. Who is your research population? (1 mark)

ii. Develop a theoretical framework of the study. (3 marks)

b. Converting the following research questions into research objectives.

i. Why is employee productivity low?

ii. When has employee training been effective?

iii. What can be done to improve employee morale? (6 marks)
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QUESTION 3 (10 MARKS)

a.  
   i)  List business research process.  
       (3 marks)
   
   ii) List **TWO (2)** purposes of the research proposal?  
       (2 marks)

b.  In exploratory research what are the instrumental (method) in helping Apple 
    develop the iPod.  
    (5 marks)
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SECTION C: ESSAY QUESTIONS (45 MARKS)
ANSWER ALL QUESTIONS.

QUESTION 1 (15 MARKS)

a. The content of a research report may draw from primary or secondary sources. Briefly explain FOUR (4) ways to collect primary information. (6 marks)

b. How does the oral presentation of research differ from the written research report? (4 marks)

c. Briefly explain about development research and support your answer with relevant example. (5 marks)

QUESTION 2 (15 MARKS)

Write short notes on each of the following terms and support your answer with an example.

a. Descriptive Research (3 marks)

b. Open-ended questionnaire (3 marks)

c. Ordinal scale (3 marks)

d. Non-Probability sampling (3 marks)

e. Research (3 marks)

QUESTION 3 (15 MARKS)

a. List THREE (3) advantages and TWO (2) disadvantages of personal interview. (5 marks)

b. Briefly explain the FIVE (5) stages under data preparation. (10 marks)

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