



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EAB 41703
SUBJECT TITLE : BUSINESS RESEARCH
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 19th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections: **Section A and Section B**.
4. Please answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in English (any other language is not allowed).
7. This question paper must not be removed from the examination hall

THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A: Total 20 marks

INSTRUCTIONS: Answer ALL questions

Question 1

Instruction: Read the abstract and answer the following questions.

Title: Hybrid E-learning Acceptance Model: Learner Perceptions

ABSTRACT

E-learning tools and technologies have been used to supplement conventional courses in higher education institutions creating a "hybrid" e-learning module that aims to enhance the learning experiences of students. Few studies have addressed the acceptance of hybrid e-learning by learners and the factors affecting the learners' satisfaction with these tools. This study assesses hybrid e-learning acceptance by learners using three critical success factors: instructor characteristics, information technology infrastructure, and organizational and technical support. Structural equation modelling was applied to examine and validate the hypothesized relationships among the three factors and their effects on learners' acceptance of hybrid e-learning. A total of 538 usable responses from university students were used to validate the proposed research model. The influence of the three factors on learners' decision to accept hybrid e-learning was empirically examined. The results show that all three factors significantly and directly impacted the learners' acceptance of hybrid e-learning courses. Information technology infrastructure and organizational support were proven to be key determinants of the instructor characteristics as a critical success factor of hybrid e-learning acceptance by learners. Implications of this work for higher education institutions, researchers, and instructors are described.

Source: Hassan, M. Selim Ahmed, Department of Business Administration, College of Business & Economics, United Arab Emirates University, Al Ain, P.O.Box 1555, United Arab Emirates, e-mail: hassan.selim@uaeu.ac.ae.

- a. State the main purpose of the above research. (2 marks)
 - b. Draw the research framework for the above research. Label each variable and identify the independent and dependent variable. (6 marks)
 - c. From the given abstract and your research model, deduce TWO (2) possible research questions for the study. (6 marks)
 - d. Based on the above article, examine the type of the above research. (6 marks)
- [20 marks]

Question 2

Instruction: Read the summary below and answer the following questions.

Title: Transparency and Performance of Malaysian Companies

SUMMARY

In view of the emphasis by the Malaysian government on good corporate governance practices, the role of this study is to explore the factors that cause poor performance companies to destroy value instead of creating value for their shareholders. In particular, this study investigates how the corporate governance mechanisms including weak disclosures, poor timeliness of reporting and poor debt management may have raised "red flags" to the stakeholders, bringing about intense scrutiny that could help reduce the agency costs to debt holders and equity holders. In order to make a comparison, using a sample of 73 good performance companies based on shareholder value creation (Lee 2003), and 73 comparable poor performance companies over the year 2002, this study investigates the governance mechanisms, financing strategies, audit quality, disclosures and timeliness which may determine the good from the poor performance companies.

This study attempts to examine the effect of internal governance mechanisms, financing factors/ownership structure and audit quality on disclosure, timeliness and company performance. The estimated equations based on the 142 sample companies strongly indicate that corporate governance matters for the performance of firms in the market, even though the internal governance mechanisms do not have a strong influence on company performance. The results show that debt-to-asset and audit quality have a significant influence over the firm's market performance. This suggests that the external audits serve as an important governance mechanism for creditors, particularly to ensure that poor performance firms with high level of debt practice good debt management which ultimately helps them improve their financial condition. This is similar to the findings made by Mohammed et al (2006). The significant relation of debt-to-asset to performance supports the theory that debt is an important mechanism for solving agency problem in corporations characterized by the separation of ownership and control in Malaysia (Jensen and Meckling, 1976; Jensen 1986; Stulz, 1990; Hart and Moore, 1995).

However, when the corporate governance variables are regressed against the level of disclosure and timeliness of reporting, the results indicate that corporate governance mechanisms do not influence disclosure and timeliness of reporting. Moreover, when

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disclosure and timeliness are included in the regression against market performance, the results do not show a significant relationship. This means that transparency is not the main concern of the market in assessing firm performance. Therefore, this study does not provide evidence to show the relationship that corporate governance mechanisms lead to greater corporate transparency and there is also no evidence that transparency contributes to better firm performance.

Source: Che Haat, Mohd. H.R. Rahman, and S. Mahenthiran. (2008)

- a. Identify the **TWO (2)** possible variables for the above study. (4 marks)
 - b. Discuss the findings of the above article. (8 marks)
 - c. Based on the summary, describe the research process in order to undertake the research. (8 marks)
- [20 marks]

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Question 3

- a. While Chrysler's minivans, pickups, and sports utilities take a big share of the truck market, its cars trail behind those of GM, Ford, Honda, and Toyota. Quality problems include, among other things water leaks and defective parts.

After reading the above article answer the following:

- i. Identify the broad problem area. (3 marks)
 - ii. State the Problem Statement. (3 marks)
 - iii. Explain, what would be your next step to conduct the above research. (6 marks)
- b. Discuss, why is it important to gather information on the background of the organization? (8 marks)

[20 marks]

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Question 4

- a. Differentiate between exploratory studies with descriptive studies in a research. (10 marks)
- b. Discuss **FIVE (5)** purposes for conducting literature review in a research project. (10 marks)

[20 marks]

Question 5

Read the given scenario.

Ms. Kartini Ghani, is the owner of a small business (a woman's dress boutique), has invited a consultant to tell her how she is different from similar small business within a 60 km radius, in regard to her usage of the most modern computer technology, profit margin, and staff training.

- a. Discuss, how you are going to conduct the above research by identifying the purpose of the study, type of investigation, study setting and the unit of analysis. (10 marks)
- b. Name and then develop **TWO (2)** questionnaires for the above research study. (10 marks)

[20 marks]

END OF QUESTIONS PAPER

