



**UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL**

**FINAL EXAMINATION  
JULY 2024 SEMESTER**

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|-----------------------|----------------------------------------|
| <b>COURSE CODE</b>    | <b>: EAB41703</b>                      |
| <b>COURSE NAME</b>    | <b>: BUSINESS RESEARCH</b>             |
| <b>PROGRAMME NAME</b> | <b>: BACHELOR IN ACCOUNTING (HONS)</b> |
| <b>DATE</b>           | <b>: 24 SEPTEMBER 2024</b>             |
| <b>TIME</b>           | <b>: 2.00 PM – 5.00 PM</b>             |
| <b>DURATION</b>       | <b>: 3 HOURS</b>                       |

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**INSTRUCTIONS TO CANDIDATES**

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1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections; Sections A and Section B.**
4. Answer **ALL** questions in **Sections A and Section B.**
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.**

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**THERE ARE SIX (6) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 50 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****QUESTION 1**

- a) What is the definition of business research?

(2 Marks)

- b) Explain the **TWO (2)** types of business research.

(4 Marks)

- c) List **FOUR (4)** stages of business research.

(4 Marks)

**QUESTION 2**

- a) List **FIVE (5)** differences between quantitative and qualitative research.

(5 Marks)

- b) What is the difference between problem statement and research gap?

(5 Marks)

**QUESTION 3**

- a) What is variable? Explain **FOUR (4)** types of variables.

(5 marks)

- b) Explain the difference between theoretical framework and conceptual framework.

(5 marks)

**QUESTION 4**

**“Self-esteem as mediator and happiness as moderator in the relationship between loneliness and life satisfaction in adolescents”.**

- a) Develop the research framework based on the above statement. Label each variable clearly.

(4 marks)

- b) Develop **THREE (3)** research objectives, and **THREE (3)** research questions based on question (a).

(6 marks)

**QUESTION 5**

- a) What is sampling? List the **THREE (3)** advantages of sampling.

(4 marks)

- b) Explain **THREE (3)** types of probability sampling.

(6 marks)

## SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

## QUESTION 1

Table 1 shows the results of the study in Question 1.

Table 1. Multiple Regression Analysis

| Coefficients |            |                             |            |                           |        |      |
|--------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|              |            | B                           | Std. Error | Beta                      |        |      |
| 1            | (Constant) | .174                        | .212       |                           | .820   | .413 |
|              | Dedication | -.075                       | .065       | -.088                     | -1.156 | .248 |
|              | Absorption | .191                        | .068       | .216                      | 2.826  | .005 |
|              | Culture    | .736                        | .121       | .534                      | 6.070  | .001 |
|              | Learning   | .058                        | .073       | .050                      | .794   | .428 |
|              | Behaviour  | .245                        | .040       | .255                      | 6.129  | .001 |

a. Dependent Variable: Citizenship behaviour

a) What is a multiple regression analysis?

(2 marks)

b) From Table 1, identify the variables which are significant.

(3 marks)

c) Draw a research framework based on Table 1.

(5 marks)

d) Develop **FIVE (5)** research objectives based on answer c.

(5 marks)

e) Develop **FIVE (5)** alternative hypotheses based on answer (d).

(5 marks)

- f) Based on the hypotheses developed in question (e), interpret the result shown in Table 1.

(5 marks)

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## QUESTION 2

**SOCIAL MEDIA USAGE MEDIATES THE RELATIONSHIPS BETWEEN INTERACTIVITY, TOP MANAGEMENT SUPPORT, TRAINING AND ISLAMIC WORK ETHICS AND E-GOVERNMENT PERFORMANCE**

The use of social media by government ministries is increasing significantly. Considering the engagement and investment in these technologies is growing, it is critical to analyze the influence of social media usage on government ministries. The purpose of this study was to investigate the influence of interactivity, top management support, training and Islamic work ethics on e-government performance, with social media usage as a mediator was investigated. This research was quantitative research where 57 questionnaire items were developed from the conceptual framework from past literature. The sampling method was used to select employees from 26 Malaysian government ministries. The data was collected and tested using descriptive and inferential statistics, with particularly PLS-SEM as the main method of data analysis. Based on the findings, it was found that top management support, training and development, and Islamic work ethics were the variables that had a positive and significant relationship with social media usage. Meanwhile, social media usage had a positive and significant relationship with e-government performance as a mediator. From the study, it has shown that social media is used by the government ministries for various purposes and has a greater positive impact on the government ministries performance in terms of cost reduction for marketing, branding, information accessibility, customer service activities and received feedback on existing and future products and services. In addition, top management support has an impact on promoting social media usage among the respective ministries, specifically in the training and development of the officers; hence, this needs to be explored further to enhance the usage of social media among the ministries. Next, Islamic work ethics has a significant impact among the Strategic Communications Officers in motivating and promoting social media usage in the government ministries. As a result, it has an impact on the future success of the e-government performance because the employees are given support and opportunities to increase their knowledge via new policies and methods, and implement strategies for social media usage to increase the effectiveness of the e-government within the government ministries.

Based on the above case:

- a) Develop a framework by clearly identifying the relationship between independent, mediator, and dependent variables.

(5 Marks)

- b) Develop **FIVE (5)** research objectives based on answer (a).

(5 Marks)

- c) Develop **FIVE (5)** research questions based on answer (a).

(5 Marks)

- d) Develop at least **FIVE (5)** null hypotheses, based on the framework developed in question (a).

(5 Marks)

- e) What is the best sampling techniques that are suitable for this study? Why?

(5 marks)

**END OF QUESTIONS**