



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EAB41703
COURSE NAME	: BUSINESS RESEARCH
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 9 JULY 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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**. **Section A** and **Section B**.
 4. Answer **ALL** questions in **Section 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 FIVE (5) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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? List any **FIVE (5)** of the characteristics of the scientific research.

(6 Marks)

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

(4 Marks)**[10 marks]****Question 2**

Discuss **FIVE (5)** different sampling techniques commonly used by researchers.

[10 marks]**Question 3**

- a. Provide **FOUR (4)** example variables with measurement of continuous data.

(4 marks)

- b. Explain the difference between deductive and inductive reasoning.

(6 marks)**[10 marks]**

Question 4

Read the following passage.

The Activity Based Costing (ABC) represents a new model in management accounting. In recent decades, it has been the subject of several research papers, especially in developed countries (USA, UK, and France). However, this type of works is still absent in the Arab countries. In this context, this article highlights the results of an empirical study on the relationship between information technology, knowledge sharing, total quality management and organizational performance. The questionnaires were completed by CFOs, management controllers, accountants and managers. The results using correlation analysis indicate that knowledge sharing, and total quality management do have a significant relationship on the organizational performance. Also, we found that information technology is not significantly correlate with organizational performance.

- a. Develop the research framework. Label each variable clearly.

[4 marks]

- b. Develop **THREE (3)** research objectives and **THREE (3)** research questions.

[6 marks]

[10 marks]

Question 5

- a. Identify **FOUR (4)** methods in which data can be obtained using a questionnaire.

[4 marks]

- b. List disadvantages of each method of questionnaire based on above answer (a).

[6 marks]

[10 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. Correlation Analysis

		Motivation	Engagement	Job performance	Rewards
Motivation	Pearson Correlation	-			
	Sig. (2-tailed)	-			
	N	-			
Engagement	Pearson Correlation	.379**	-		
	Sig. (2-tailed)	.000	-		
	N	425	-		
Job performance	Pearson Correlation	.360**	.557**	-	
	Sig. (2-tailed)	.000	.000	-	
	N	425	425	-	
Rewards	Pearson Correlation	.333**	.357**	.443**	
	Sig. (2-tailed)	.051	.500	.070	-
	N	425	425	425	-
**. Correlation is significant at the 0.05 level (2-tailed).					

- a. What is a correlation analysis?

[2 Marks]

- b. From Table 1, identify the variables which are not significant with reward.

[2 Marks]

- c. Draw a research framework based on Table 1.

[3 Marks]

- d. Develop **THREE (3)** research objectives based on answer c.

[3 Marks]

- e. Develop **THREE (3)** research questions based on answer c.

[3 Marks]

- f. Develop **THREE (3)** alternate hypotheses based on answer c.

[3 Marks]

- g. Develop **THREE (3)** null hypotheses based on answer c.

[3 Marks]

- h. Based on the hypotheses developed in question f and g, interpret the result shown in Table 1.

[6 marks]

[25 marks]

Question 2

THE FACTORS IMPACTING STUDENTS' INTENTION TO EFFECTIVELY USE E-LEARNING METHOD IN A VIRTUAL LEARNING ENVIRONMENT

Abstract

In the recent pandemic period, the education sector was heavily impacted. Schools and higher learning institutions have had to make immediate and drastic transformation from face-to-face teaching and learning to online teaching and learning in a virtual learning environment. As a result, educators and students alike have had to adjust their teaching and learning approaches. Particularly for the students, this has involved overcoming the challenges of learning in isolation and devising quick coping strategies for effective learning. On the other hand, online learning in the virtual environment has given them the advantage of attending classes from home, wherever they are - be it within the same country as the institution they are registered with, or from abroad. Despite the advantage of logistics, the challenge of learning in isolation without instructor and peer support remains real. This challenge must be addressed as the world progresses into making education accessible to anyone, everyone and anywhere. This study aims to identify the factors such as self-regulation, students' isolation, learning environment and learning resources that impact on students' intention to effectively use online learning and student engagement as a moderator between self-

regulation and students' intention to effectively use online learning. Besides, Respondents for this study consist of students in a private university. This study employs a quantitative method. A set of questionnaire surveys was administered online with a return of 367 respondents. The research data was analyzed using SPSS. The findings gathered indicate that self-regulation, students' isolation and learning resources significantly impact their intention to effectively use e-learning methods. Meanwhile, the impact of a learning environment is not significant intention to effectively use e-learning and student engagement is moderator. In this study, it is evident that online learning requires students to be highly motivated and disciplined, as well as proactive through self-directed learning.

Based on the above case:

- a. Develop a framework by clearly identifying the relationship between independent, moderator, 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)** hypotheses, based on the framework developed in question (a).

[5 Marks]

- e. Discuss the implication of the above study.

[5 marks]

[25 marks]

END OF EXAMINATION QUESTIONS