



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE : EAB41703
COURSE NAME : BUSINESS RESEARCH
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)
DATE : 5 FEBRUARY 2025
TIME : 9.00 AM – 12.00 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.**

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) Differentiate between basic and applied research.
(4 Marks)
- (b) List **SIX (6)** reasons why being knowledgeable about research and research methods can help professional managers.
(6 Marks)

Question 2

- (a) Where does the scientific method comes from? Who develops the hypothetico-deducutive method and what is the use of it?
(3 marks)
- (b) List **SEVEN (7)** steps of the hypothetico-deductive methods
(7 marks)

Question 3

- (a) How can the management problem is best be defined according to Kapteyn (1999)? Provide an example to each of the steps.
(6 marks)
- (b) List **FOUR (4)** types of action problems.
(4 marks)

Question 4

- (a) With the following variables, develop a theoretical framework, using one of the variables (appropriately) as an intervening/mediating variable, and one as a moderating variable.

- Job level (i.e., managerial versus non-managerial levels);
- Loyalty (extent of loyalty felt for the organization in which the employee works);
- Age (of employee);
- Length of service (of employees);
- Pride in working for the organization;
- Organizational commitment (involvement with the system);
- Lust for job hopping.

(7 marks)

- (b) Develop three hypotheses based on the theoretical framework, one of which should include the intervening/mediating variable, and other the moderating variable.

(3 marks)

Question 5

Explain **FIVE (5)** advantages of using the personally administered questionnaire.

(10 marks)

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

Table 1, 2, 3, and 4 below showed the results of Multiple Regression Analysis from a study.

Table 1. Variables Entered

Model	Variables Entered	Variables Removed	Method
1	Motivation, Helping, Attitude		Enter

a. Dependent Variable: Performance

b. All requested variables entered.

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.620	.614	1.284

a. Predictors: (Constant), Motivation, Helping, Attitude

Table 3 Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	551.181	3	183.727	111.367	.000 ^b
	Residual	338.197	205	1.650		
	Total	889.378	208			

a. Dependent Variable: Performance

b. Predictors: (Constant), Motivation, Helping, Attitude

Table 4 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.166	.427		2.733	.007
Attitude	.150	.053	.156	2.812	.005
Helping	.180	.049	.186	3.647	.000
Motivation	.546	.059	.563	9.320	.000

a. Dependent Variable: Performance

- (a) What is a multiple regression analysis? (2 Marks)
- (b) What is the difference between simple and multiple regression analysis? (2 Marks)
- (c) From Table 4, identify the variables which are significant in predicting performance. (3 Marks)
- (d) Draw a research framework based on Table 1. (3 Marks)
- (e) Discuss the model fit (Table 2), model significance (Table 3), and coefficients (Table 4 of the study. (3 Marks)
- (f) Develop **THREE (3)** research objectives based on answer c. (3 Marks)
- (g) Develop **THREE (3)** hypotheses based on answer c. (3 Marks)
- (h) Based on the hypotheses developed in question g, interpret the result shown in Table 4. (6 Marks)

Question 2

Factors Influencing the Selection of Auditors by Companies.

The influence of the reputation of the auditing firm, the fees charged, and the quality of service rendered, on the selection of the auditor for a firm is quite simple. The greater the reputation of the auditing firm, the more the likelihood of its being selected, the better the quality of service rendered, and the more reasonable the fee that is charged, the more likely is a particular auditing firm going to be chosen.

Interactions is the intervening/mediating variable that helps us to see how the proximity of the auditing firm to the business plays a part in auditor selection. If the auditing firm is proximal to the business, the closeness encourages frequent interactions between the two parties to have matters clarified at low cost. This, in turn, influences the business to choose an auditing firm that is proximal. However, the very big business companies will not choose any but the big eight Accounting firms. Hence, for them, the choice of auditors from any but the big eight will not be influenced by the independent variables in the model. Thus, the size of the business firm becomes the moderating variable.

Based on the above case:

- (a) Develop a framework by clearly identifying the relationship between independent, mediator, 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)

END OF EXAMINATION PAPER