



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EAB41703
COURSE NAME	: BUSINESS RESEARCH
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 2 JULY 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 research and business research. (4 marks)
- b. List **SIX (6)** reasons why professional managers should know about research. (6 marks)

Question 2

- a. What is the difference between theoretical framework and conceptual framework? (4 marks)
- b. Describe **THREE (3)** advantages of conceptual research. (6 marks)

Question 3

- a. What is sampling? Describe **FOUR (4)** advantages of sampling. (6 marks)
- b. List **FOUR (4)** types of probability sampling. (4 marks)

Question 4

- a. With the following variables, develop a theoretical framework.
- High performance work systems (independent variable);
 - Relational coordination (mediator variable);
 - Job satisfaction (dependent variable);
 - Peer Justice Climate (moderator variable).
- (4 marks)
- b. Based on answer a, develop **THREE (3)** research objectives. (3 marks)
- c. Based on answer a, develop **THREE (3)** null hypotheses. (3 marks)

Question 5

Explain **FIVE (5)** disadvantages of using the internet online survey questionnaire. (10 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Table 1 below showed the results of Correlation Analysis from a study.

Table 1. Result Correlation Analysis

	Work Engagement	Work Engagement	Learning Culture	Organizational Behaviour	Learning Transfer	Job Performance
Work Engagement	Pearson Correlation	1	.379**	.360**	.425**	.307**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	425	425	425	425	425
Learning Culture	Pearson Correlation	.379**	1	.557**	.290**	.320**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	425	425	425	425	425

Organizational Behaviour	Pearson Correlation	.360**	.557**	1	.275**	.299
	Sig. (2-tailed)	<.001	<.001		<.001	.055
	N	425	425	425	425	425
Learning Transfer	Pearson Correlation	.425**	.290**	.275**	1	.339**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	425	425	425	425	425
Job Performance	Pearson Correlation	.307**	.320**	.299	.339**	1
	Sig. (2-tailed)	<.001	<.001	.055	<.001	
	N	425	425	425	425	425

** . Correlation is significant at the 0.01 level (2-tailed).

- a. What is the correlation analysis? (2 marks)
- b. From Table 1, identify the variables which are significant in predicting job performance. (3 marks)
- c. Draw a research framework based on Table 1. (4 marks)
- d. Develop **FOUR (4)** research objectives based on answer c. (4 marks)
- e. Develop **FOUR (4)** research questions based on answer c. (4 marks)
- f. Develop **FOUR (4)** alternative hypotheses based on answer c. (4 marks)
- g. Based on the hypotheses developed in question f, interpret the result shown in Table 1. (4 marks)

Question 2

The Influence of Perceived Value on Umrah Revisit Intention Among Malaysian Muslim.

This research addresses the identified gaps by proposing a research framework that illustrates the multiple dimensional aspects of perceived value in relation to revisit intention for *Umrah* travellers. Additionally, the study will answer three important questions and objectives specifically on the influence of trust as mediator and perceived risk as moderator on perceived value, and thus, on revisit intention. Data for this study came from face-to-face survey responses of 300 participants and was analysed using SPSS. Findings show that perceived value can influence revisit intention while trust did support being a mediating effect. Hence, it did affect the relationship between perceived values and revisit intention. Meanwhile, there was a moderating effect of perceived risk between perceived value and revisit intention. In conclusion, the findings hope to contribute *Umrah* Travel Agents and relevant Government Agencies with a practical framework to improve their businesses while at the same time can be leveraged for more future research on *Umrah*.

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 limitation of the above study. (5 marks)

END OF EXAMINATION PAPER