UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
JULY 2025 SEMESTER

COURSE CODE	**: EAB41703**
COURSE NAME	**: BUSINESS RESEARCH**
PROGRAMME NAME (FOR MPU: PROGRAMME LEVEL)	**: BACHELOR IN ACCOUNTING (HONS)**
DATE	**: 20TH SEPTEMBER, 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 from **Section A** and **Section B**.
5. All questions must be answered in **English** (any other language is not allowed).
6. **This question paper must not be removed from the examination hall.**

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

SECTION A (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

a. Analyze the crucial role of a well-defined problem statement in the research process.

(4 Marks)

b. Explain any **THREE (3)** of scientific research characteristics.

(6 Marks)

Question 2

Prof. Dr. Kim Sharma a researcher at Kim Lion University investigating how Artificial Intelligence (AI) can improve university operations and sustainability. Her research aims to see if AI-driven building management systems can reduce energy use and waste. The research management center (RMC) proposes conducting qualitative and quantitative studies to gain comprehensive insights.

a. Explain **TWO (2)** the difference between quantitative research and qualitative research.

(6 Marks)

b. Discuss the potential consequences of non-response bias on the validity and generalizability of survey findings.

(4 Marks)

Question 3

a. Describe **FOUR (4)** main measurement scales.

(4 Marks)

b. Explain **TWO (2)** differences between a moderating variable and a mediating variable

(6 marks)

Question 4

a. Explain the purpose of a null hypothesis (H0) and an alternative hypothesis (Ha).

(4 marks)

b. Analyse **TWO (2)** Non-Probability Sampling Techniques with examples.

(6 marks)

Question 5

a. Describe any **TWO (2)** role of a literature review in helping a researcher to identify gaps in existing knowledge.

(5 marks)

b. Explain the primary purpose of a pilot study in the context of research design with example.

(5 marks)

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

The integration of Artificial Intelligence (AI) has emerged as a key strategy in this adaptation, offering innovative ways to support both students and educators. This technological evolution is further empowered by the proliferation of 5G technology.The high-speed, low-latency and massive connectivity of 5G networks are crucial for realizing the full potential of AI in education. With 5G, students can seamlessly engage in real-time, high-definition video conferencing and collaborative projects, overcoming the frustrating lags and buffering issues that often hinder online learning. However, still lack of a clear understanding of the key factors that cause or influence students' intentions to adopt 5G smart learning technology. This article adopts a critical perspective to refect on the factors that may cause the hasty adoption of 5G smart learning technology. To investigate students' intentions toward smart learning, this article provides a theoretical framework premised on the technology acceptance model (TAM) by adding components from the social practise theory (SPT). Based on data analysis through Structural equation Modeling (SEM) of a survey (n=375) conducted in China, we found that the choice of 5G smart-learning technology depends on the combined efect of Material (MAA), Meanings (MEA), and Competency access (COA) factors. While, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) serve as crucial mediators underpinned with Technology Acceptance Model (TAM). These mediators, in turn, directly predict the student's usage intention. They bridge the gap between external factors and an individual's behavioral intention, explaining the psychological process through which a user's context influences their decision to adopt a new technology. The results illustrate that these are the efective factors for student's intentions to adopt 5G smart-learning technology. These outcomes are intended to aid service providers and decision-makers in developing efective ways to increase smart learning use. These fndings can also enable us to identify challenges afecting smart learning adoption and to contribute to the design and proper supply of smart learning programs in other countries.

Based on the above case answer the question below.

a. Explain the primary problem statement that the study aims to address students behavioral intention.

(3 Marks)

b. Draw a conceptual framework by clearly identifying the relationships between the independent, mediating and dependent variables of the study.

(12 Marks)

b. Develop **THREE (3)** research objectives and **THREE (3)** research questions for the above study.

(6 Marks)

c. Discuss research contributions of this study to both theoretical contribution and practical contribution.

(4 Marks)

Question 2

Read the following passage.

This study posits that the use of artificial intelligence (AI) enables supply chains (SCs) to dynamically react to volatile environments, and alleviate potentially costly decision-makings for small-medium enterprises (SMEs). Building on a resource-based view, this work examines the impact of AI on SC risk management for SMEs. A structural model comprising of AI-risk management capabilities, SC reengineering capabilities and supply chain agility (SCA) was developed and tested based on data collected from executives, managers and senior managers of SMEs. The main methodological approach used in this study is partial least squares-based structural equation modelling (PLS-SEM) and artificial neural network (ANN). Before applying these methods, a crucial data cleaning and preprocessing phase was performed. This study uses both descriptive and inferential statistics to analyze the data. The results identified the use of AI for risk management influences SC re-engineering capabilities and agility. Re-engineering capabilities further affect and mediate agility. The researchers would have performed a reliability analysis. This is typically done by calculating Cronbach's Alpha (α) for each construct. Then, PLS-SEM and ANN were compared and the results revealed consistency for models A and B. Current levels of demand uncertainties in the SC challenges managers in making complex trade-off decisions that require huge management resources in very limited time. With AI, it is possible to model various scenarios to answer crucial questions that archaic infrastructures are not able to. This study combines a multi-construct agility concept and identified non-linear relationships in the model.

a. Discuss the important of of data cleaning in research.

(5 Marks)

b. Explain the difference between descriptive and inferential statistic with examples.

(10 Marks)

c. Describe how Cronbach's Alpha assesses the internal consistency of a scale.

(10 Marks)

END OF EXAMINATION PAPER