



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2025 SEMESTER**

COURSE CODE : EAB41703
COURSE NAME : BUSINESS RESEARCH
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)
(FOR MPU: PROGRAMME LEVEL)
DATE : 28 JANUARY 2026
TIME : 09:00AM - 12:00PM
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 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 beverage company plans to enter a new regional market but faces uncertainty about consumer preferences and competitive dynamics. The research team is tasked with gathering insights to support a market entry strategy.

- a. Define a research problem statement in the context of business research.

(2 Marks)

- b. Explain any **FOUR (4)** of scientific research characteristics.

(8 Marks)

[10 marks]

Question 2

An organization conducts a business intelligence (BI) study to improve decision-making quality. The research objectives aim to examine how data quality and dashboard usability influence managerial decisions, which are translated into testable hypotheses. A literature review supports the study by reviewing existing BI models and empirical findings, while also identifying research gaps to refine BI variables and strengthen the research framework.

- a. Examine the relationship between research objectives and hypotheses.

(6 Marks)

- b. Discuss **TWO (2)** purposes of a literature review in a business research study.

(4 Marks)

[10 marks]

Question 3

Kim Lion University evaluates a leadership program by surveying managers who attended the last session. Another evaluation randomly selects managers from all departments across the company. This illustrates non-probability versus probability sampling in a corporate setting.

- a. Describe the importance of sampling in business research studies
(4 Marks)
 - b. Compare probability and non-probability sampling techniques with examples.
(6 marks)
- [10 marks]**

Question 4

A startup wants to analyze customer feedback on its new mobile app. Users are asked to rate features such as ease of use and design on a scale from 1 to 5. The research team conducts a pilot test with 35 users to refine the survey questions and identify potential misunderstandings.

- a. Explain **TWO (2)** characteristics of quantitative research.
(4 marks)
 - b. Discuss the usefulness of a pilot study in reducing research errors before the full survey.
(6 marks)
- [10 marks]**

Question 5

A retail company is investigating how employee engagement affects customer satisfaction. Guided by Social Exchange Theory, the study links employee motivation to service quality. A structured questionnaire with multiple items is developed to measure engagement and satisfaction. The research team calculates Cronbach's Alpha before proceeding to the next stage of data collection.

- a. Critically assess the role of theory in improving research validity and reliability.
(5 marks)

- b. Explain the purpose of using Cronbach's Alpha in survey-based research.

(5 marks)

[10 marks]

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Despite the growing adoption of digital technology globally, small and medium enterprises (SMEs) often struggle to keep pace with larger firms, leading to reduced competitiveness and slower innovation diffusion. The primary problem this study addresses is understanding why SMEs face challenges in adopting digital technologies effectively and identifying the key factors that influence their adoption behavior, which is critical for enhancing SME performance in increasingly digital business environments. This research investigates digital technology adoption, integrating the Technology-Organization-Environment (TOE) framework with Rogers' Diffusion of Innovation (DOI) theory. The study considers several variables, including adoption costs, human resources and digital culture from past literatures. While top management support functions as a mediating variable and international orientation serves as a moderating variable, influencing the strength of the relationship between top management support and digital technology adoption. The unit of analysis is individual SMEs across various sectors. The sampling frame consists of SMEs registered with national business directories and chambers of commerce, ensuring a representative sample across sectors and organizational sizes. Data were collected from 419 SMEs using a structured online questionnaire, targeting managerial staff or those responsible for technology adoption decisions. A descriptive study was conducted using SPSS to summarize key characteristics of the sample, such as organizational size, sector, level of digitalization, and international orientation, providing context for the adoption patterns observed. To test the hypothesized relationships, the study employs partial least squares structural equation modeling (PLS-SEM), followed by artificial neural network (ANN) analysis to rank the relative importance of the factors identified. This methodological combination allows both hypothesis testing and predictive modeling, providing a robust understanding of the key drivers of technology adoption. Findings indicate that digital culture, top management support, and international

orientation are the most influential predictors of digital technology adoption in SMEs. The study contributes theoretically by integrating TOE and DOI frameworks, highlighting that technological, organizational, and environmental factors interact rather than operate independently. Practically, it provides actionable guidance for SME managers and policymakers, emphasizing the need to improve organizational factors such as human resources, digital culture, and managerial support, while offering support mechanisms, such as subsidies, to reduce adoption costs. By identifying mediating and moderating mechanisms, the study informs targeted strategies to enhance digital adoption and improve SME competitiveness in a rapidly evolving technological landscape.

Based on the above case answer the question below.

- a. Discuss **THREE (3)** purposes of conducting a descriptive study before advanced analysis.

(9 Marks)

- b. Draw a complete theoretical model by clearly identifying the relationships between the independent, mediating and dependent variables of the study.

(12 Marks)

- c. Assess the practical implications of this study for SME managers and policymakers.

(4 Marks)

[25 marks]

Question 2

Read the following passage.

Oscar Sky Hotel Group is a well-established hospitality organisation operating multiple mid-range and upscale hotels across major tourist destinations in Malaysia. Facing increasing competition and rising guest expectations, hotel management seeks to better understand factors influencing employee service performance, particularly for roles requiring frequent guest interaction and the use of digital systems. To support strategic decision-making, the IT Unit of Oscar Sky Hotel Group conducted a quantitative study focusing on four key variables: motivation, attitude, performance and rewards. The study targeted frontline and operational employees, including front desk staff, reservation officers and guest service. A total of 388 employees participated in the survey. The collected data were analysed using IBM SPSS

Statistics Version 31.0.1.0, which provided Pearson correlation coefficients to examine relationships among the study variables. The purpose of the study was to investigate the connections between employee-related factors and technology support within the hotel and hospitality context, as shown in Table 1.

Table 1: Pearson Correlation

		Motivation	Attitude	Performance	Rewards
Motivation	Pearson Correlation	1	0.379**	0.360**	0.333
	Sig. (2-tailed)	–	0.000	0.000	0.051
	N	388	388	388	388
Attitude	Pearson Correlation	0.379**	1	0.557**	0.357
	Sig. (2-tailed)	0.000	–	0.000	0.500
	N	388	388	388	388
Performance	Pearson Correlation	0.360**	0.557**	1	0.443
	Sig. (2-tailed)	0.000	0.000	–	0.070
	N	388	388	388	388
Rewards	Pearson Correlation	0.333	0.357	0.443	1
	Sig. (2-tailed)	0.051	0.500	0.070	–
	N	388	388	388	388

** . Correlation is significant at the 0.05 level (2-tailed).

- a. Explain the meaning of the significance (Sig.) value in a correlation analysis. (5 Marks)

- b. Based on Table 1, identify the statistically significant relationships and those that are not significant. Justify your answer in your own words. (12 Marks)

- c. Discuss **FOUR (4)** ethical considerations in collecting employee survey data in a hotel context. (8 Marks)

[25 marks]

=== End of Questions ===