

**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2026 SEMESTER**

COURSE CODE : EAB41703
COURSE NAME : BUSINESS RESEARCH
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)
(FOR MPU: PROGRAMME LEVEL)
DATE : 25TH JUNE, 2026
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 6 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- a. Explain the **differences** between applied research and basic research by providing one example for each type of research.

(4 Marks)

- b. Discuss any **THREE (3)** hallmarks of scientific research and provide one suitable example for each hallmark.

(6 Marks)

[10 marks]

Question 2

- a. **Explain** the differences between an information problem, a consensus problem, and a technical problem by providing one suitable example for each type of problem.

(6 Marks)

- b. A company notices that employee turnover has increased over the past year. The manager wants to understand the reasons behind this issue. Based on the case above:

- a. State **ONE (1)** suitable research objective.
b. State **ONE (1)** suitable research question.findings.

(4 Marks)

[10 marks]

Question 3

- a. Explain **FIVE (5)** functions of a literature review in business research.
(5 Marks)
- b. **Differentiate** between dependent variables, independent variables, moderating variables, and mediating variables in research. Provide one simple example for each type of variable.
(5 marks)

[10 marks]**Question 4**

- a. **Differentiate** between **cross-sectional** studies and **longitudinal** studies in research design. Provide one suitable example for each type of study.
(5 marks)
- b. **Describe** the **characteristics** of unstructured interviews and semi-structured interviews in business research.
(5 marks)

[10 marks]**Question 5**

- a. Discuss **TWO** types of observation commonly used in business research and provide suitable examples for each type.
(5 marks)
- b. Discuss **TWO** types of questionnaires commonly used in business research and provide suitable examples for each type.
(5 marks)

[10 marks]

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Question 1

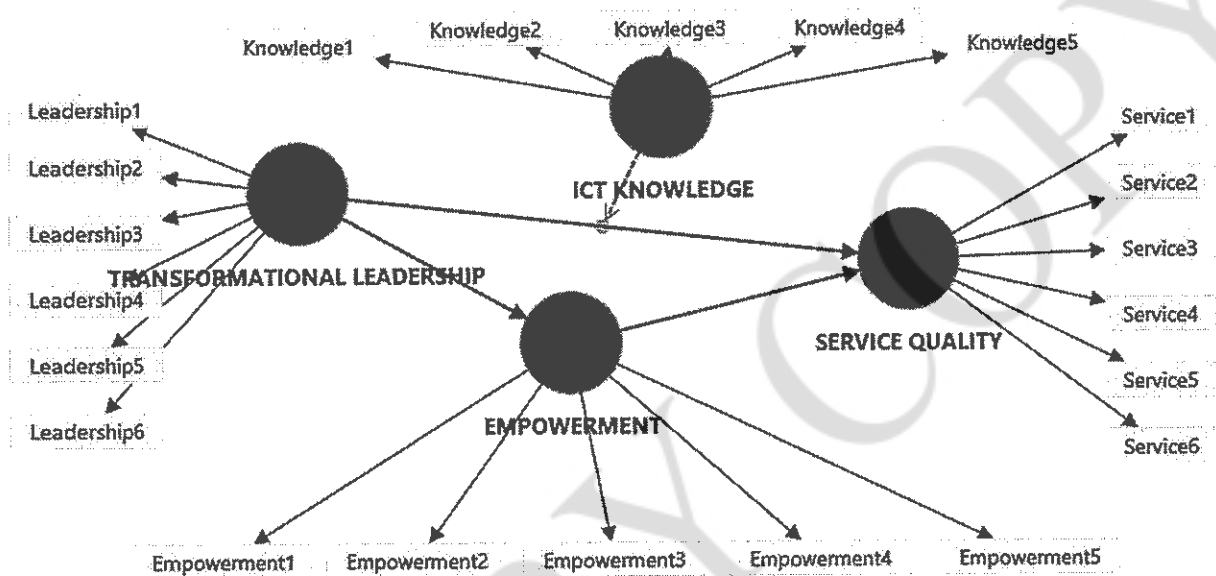


Figure 1.0 Service Quality Model

- a. Based on the above conceptual framework in Figure 1, identify the dependent, independent, mediating, and moderating variables.

(4 Marks)

- b. Based on Table 1.0 of the Descriptive Statistics results for variable Service Quality, interpret the results in terms of data distribution. This study uses a 5-point Likert scale to measure all of the variables.

Table 1.0 Descriptive Statistics for Service Quality

Name	Mean	Standard deviation	Excess kurtosis	Skewness
Service1	2.794	1.151	-0.732	0.002
Service2	2.738	1.097	-0.56	0.053
Service3	2.667	1.099	-0.462	0.189
Service4	2.525	1.082	-0.513	0.181
Service5	2.667	1.117	-0.668	0.038
Service6	2.725	1.113	-0.548	0.097

(2 Marks)

- c. Based on Table 2.0, interpret the results for reliability and convergent validity.

Table 3.0 Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EMPOWERMENT	0.934	0.935	0.950	0.792
ICT KNOWLEDGE	0.752	0.847	0.836	0.546
SERVICE QUALITY	0.929	0.935	0.944	0.737
TRANSFORMATIONAL LEADERSHIP	0.929	0.937	0.944	0.738

(8 Marks)

- d. State the **THREE (3)** techniques in determining the discriminant validity of the constructs.

(3 Marks)

- e. Interpret the hypothesis testing results stating which relationships are significant (hypothesis is supported) and which are not significant (hypothesis is not supported) as depicted in Table 3.0.

Table 3.0 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EMPOWERMENT -> SERVICE QUALITY	0.767	0.767	0.032	23.969	0.000
ICT KNOWLEDGE -> SERVICE QUALITY	0.117	0.118	0.029	3.975	0.000
ICT KNOWLEDGE x TRANSFORMATIONAL LEADERSHIP -> SERVICE QUALITY	0.028	0.029	0.022	1.307	0.191
TRANSFORMATIONAL LEADERSHIP -> EMPOWERMENT	0.302	0.305	0.045	6.695	0.000
TRANSFORMATIONAL LEADERSHIP -> SERVICE QUALITY	0.079	0.079	0.034	2.329	0.020

(5 Marks)

- f. Interpret the mediating effects results whether it is significant or otherwise.

Table 4.0 Mediating Effects Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
TRANSFORMATIONAL LEADERSHIP -> EMPOWERMENT -> SERVICE QUALITY	0.232	0.234	0.036	6.372	0.000

(3 Marks)

[25 marks]

Question 2

Read the following passage.

A literature review was conducted and speculates that employees' work mindset, work awareness, and work efficiency can influence leadership skills in transforming organizations. In addition, job satisfaction was also discovered to mediate these relationships. However, job experience was found to be significant in moderating the relationship between work mindset and leadership skills.

- a. From the above statement, develop a conceptual framework showing the relationships between the dependent, independent, mediating, and moderating variables.

(5 Marks)

- b. Develop **FIVE (5)** research objectives for this study

(5 Marks)

- c. Determine **FIVE (5)** research questions for this study

(5 Marks)

- d. Develop **FIVE (5)** hypotheses for this study

(5 Marks)

- e. If all of the results are assumed to be significant, implicate the findings for practice

(5 Marks)

[25 marks]

END OF EXAMINATION PAPER