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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2018/2019**

COURSE NAME : RESEARCH METHODOLOGY
COURSE CODE : BPB 32403
PROGRAMME CODE : BPA / BPB / BPP
EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF FIVE (5) PAGES

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Q1 You are working in a manufacturing company that has branches throughout the country. The managing director is mindful of the fact that managers of the branches need to talk over common problems on a regular basis. That is why there have always been monthly meetings. However, she is becoming increasingly concerned that these meetings are not cost-effective. Fuze online meeting service provider reported that executives considered more than 67% of meetings to be failures, yet more than 37 billion is spent on unproductive meetings. Too many managers see them as an unwelcome intrusion. They feel that their time would be better spent pursuing their principal job objectives. Other managers see it as 'day off': an opportunity to recharge the batteries.

The managing director asked you to carry out a research on the cost effectiveness of the monthly meetings. You have defined the research questions you are seeking to answer as 'What are the managers' opinions of the value of their monthly meetings?' Your principal research strategy will be a survey using a questionnaire to all managers who attend the monthly meetings. However, you are keen to triangulate your findings.

- (a) Identify **ONE (1)** main issue in the above case study. (2 marks)
- (b) Construct **TWO (2)** research objectives that can be derived from the case. (2 marks)
- (c) List **TWO (2)** possible variables to measure the meeting effectiveness from your point of view. (2 marks)
- (d) (i) Elaborate the steps involved in designing the survey that is appropriate for the study. (10 marks)
- (ii) Discuss a suitable sampling technique appropriate for the study with justification. (4 marks)
- (iii) Recommend a sampling frame suitable for the study with justification. (4 marks)
- (e) (i) Define triangulation method. (2 marks)
- (ii) Determine **TWO (2)** benefits of research triangulation method from the context of the above case. (4 marks)

- (f) Since you want to triangulate your study, you have started conducting interviews in a university with the non-academic employees (such as administrative and other support staff). The research objective is to establish the extent to which those employees feel the meeting is less effective because of too many meeting to attend. You have negotiated access to your interviewees through the head of each of the appropriate departments. In each case you have been presented with a list of interviewees.

It soon becomes apparent to you that you are getting rather rosier picture than you expected from. The interviewees are all positive about their meetings, their managers and the university. This makes you suspicious about the appropriateness of your sampling frame.

- (i) A wrong sampling techniques and sampling frame can produce the falsification phenomenon as described by Karl Popper.

Define falsification phenomenon.

(2 marks)

- (ii) Based from the findings of the interview session done above, there is great risk that your result will not be valid to be generalize to the context of manufacturing company.

Suggest research strategies should be used to triangulate the study to overcome the issue.

(8 marks)

- Q2** (a) Recommend appropriate research design in the following situation with justification.

- (i) Indigo Sdn Bhd. is concerned about improving the customer satisfaction and is considering to implement Customer Relationship Management (CRM) system.

(4 marks)

- (ii) National Transplant Resources Centre would like to identify the demographic characteristics of individuals who had agreed to register as an organ donor.

(4 marks)

- (iii) A financial consultant would like to determine the financial performance of company who received Innovation Certificate (1-InnoCERT) using data derived from Bursa Malaysia Berhad.

(4 marks)

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- (b) In non reactive research, people are not aware that they are being observed and thus are not reactive to the research process. The researcher infers from the evidence to behavior or attitudes without disrupting those being studied.
- (i) Discuss any **TWO (2)** types of non-reactive research with examples. (6 marks)
- (ii) Explain **ONE (1)** strength and **ONE (1)** limitation for each type in **Q2(b)(i)**. (4 marks)
- (c) Alley had decided to conduct a content analysis research in order to explore hidden content in communication message such as official documents and magazine in his study .

Explain **EIGHT (8)** steps on how to conduct content analysis research. (8 marks)

- Q3** (a) Table Q3 shows secondary data that have been obtained from Park Trading Company’s audited annual accounts:

Table Q3 Annual Accounts

Year End	Income (RM)	Expenditure (RM)
2007	11000000	9500000
2008	15200000	12900000
2009	17050000	14000000
2010	17900000	14900000
2011	19000000	16100000
2012	18700000	17200000
2013	17100000	18100000
2014	17700000	19500000
2015	19900000	20000000

- (i) State the variables and the cases from **Table Q3**. (2 marks)
- (ii) Illustrate the data from the Park Trading Company’s audited annual accounts to show trends in income and expenditure. (6 marks)

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- (iii) Suggest a suitable diagram that can be used to emphasise the years with the lowest and highest income. (2 marks)
- (iv) Determine type of measure of central tendency and dispersion would you choose to describe the Park Trading Company's income over the period 2007-2015. (4 marks)
- (v) Justify your choice in **Q3(a)(iv)**. (4 marks)
- (b) In a study on the effects of technology training on work performance, 210 male teachers who had at least one year experience had been selected as the subject. This teachers had been assigned to four different groups which received different training period. This study used random assignment to assign the male teacher to different groups.
- Differentiate between random assignment and random selection. (6 marks)
- (c) Your project tutor has returned your draft project report with the suggestion that you need to make a distinction between your results and your conclusions.
- Explain elements that need to be included when you write your project conclusions chapter. (6 marks)

- END OF QUESTIONS -

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