



**MASTER OF BUSINESS MANAGEMENT
FINAL EXAMINATION
January 2024**

Course: OBM4406

(Research Methodology)

Duration to complete: 3 hours

Start time: 2.00 pm; 20/4/2024

Lecturer: Dr. Gan Joo Kong

End time: 5.00 pm; 20/4/2024

INSTRUCTIONS:

1. Answer **ALL** questions. Each question carries **25 marks**.
2. The mark allocated for this paper is **100** but it constitutes **30%** to the total mark.
3. This examination paper is confidential. The questions must be answered individually. You are not permitted to discuss or consult with other students or individuals.
4. References must be made if you use any reference materials.

Answer Format:

1. Do not put your name on any material related to the exam. Use only your student ID number for identification.
2. Use font size 12 and 1.5 spacing for your answers.
3. Save your answers in the following format:
Student ID, Course Code, Course Title and Lecturer Name.
4. You must submit the answer script by 5.00pm on 20/4/2024 to the email address:

jookong@nilai.edu.my
5. Failing to comply with Format 4 above, your answer script will not be marked.

This exam paper consists of **ONE (1)** printed page (excluding the front cover)

OBM4406 (Research Methodology)

Final Exam January 2024 Semester

Answer **ALL** questions. Each question carries **25 marks**.

1. (a) How will you identify a good research topic? (12 marks)
(b) For qualitative research, the idea is to develop a theory. Explain how it is done. (13marks)
2. (a) Explain, in three (3) ways how a research topic can guide the researcher in conducting the research study. (15 marks)
(b) Explain the purpose of a research design. (10 marks)
3. (a) Explain how you would conduct a literature review related to your research topic. (15 marks)
(b) What information you should look for from the research papers you reviewed? (10 marks)
4. (a) Identify two (2) reasons for using a sample to collect data from a population. (12 marks)
(b) What is sampling error and how can it be reduced or avoided? (13 marks)

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