

10

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination	Winter Semester, A. Y. 2022-2023
Course No. : BTM 4501	Time : 1.5 hours
Course Title : Research Method	Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and the corresponding CO and PO are written in the right margin with brackets.

- | | | | |
|-------|---|----|-----------------|
| 1. a) | How does research differ from practical problem-solving? | 05 | (CO1)
(PO1) |
| b) | If you have to conduct some business research now, what would be the topic, and what factors would influence your choice? How important is the theory in your consideration? Discuss. | 12 | (CO2)
(PO2) |
| c) | A researcher is interested in sensitive information from a group of people. The individuals are unwilling to give this information. This information can, however, be obtained through others or by the use of specific techniques. Do you think this raises ethical dilemmas? | 08 | (CO3)
(PO4) |
| 2. a) | Why is a literature review important when conducting business research? | 05 | (CO1)
(PO1) |
| b) | A firm wonder whether to increase advertising expenditure for its core products. What do you consider to be the research problem that should be identified and answered before it does so? | 10 | (CO2)
(PO4) |
| c) | An internet bank is concerned with improving its services. In particular, the bank wants to know if its customers are dissatisfied with current services and the nature of this dissatisfaction. How would you design a study that allows the bank to get the desired insight? | 10 | (CO2)
(PO4) |
| 3. a) | Jan was a part-time student employed by a large manufacturing company. He had decided to send a questionnaire to the company's customers and calculated that an adjusted minimum sample size of 539 was required. From previous questionnaires that his company had used to collect data from customers, Jan knew the likely response rate would be approximately 35 percent. Using these data, calculate his actual sample size. | 05 | (CO1)
(PO3) |
| b) | Assume, you have decided to undertake a project and have defined the research aim, objectives, and main research questions. Write a hypothetical research proposal by following standard guidelines. | 20 | (CO3)
(PO10) |