BBA in TM, 5th Sem.   Date: December 08, 2023 (Morning)

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination	Winter Semester, A. Y. 2022-2023
Course No. : BTM 4501	Time : 3 Hours
Course Title : Research Method	Full Marks : 150

Answer **all 6 (six)** 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) Suppose you are going to write your project report, and you have the following descriptive statistics table, how do you want to interpret the following information for the readers?   **20**   (CO3) (PO3)

		Frequency	Mean	Median	Mode	Std. Deviation	Skew	Kurtosis
Salary	No	3	2326.67	2780	1200	981.9	-1.63	
	Bachelor	4	.2375	2500	1500	675.15	-0.77	-1.11
	Master	5	2150	2100	1500	580.95	0.26	-1.84
Age	No	3	39.67	36	33	9.07	1.52	
	Bachelor	4	38.25	33.5	31	11.24	1.93	3.77
	Master	5	36.8	42	19	12.4	-0.83	-1.24
Weight	No	3	72.17	77	57	13.42	-1.41	
	Bachelor	4	86.2	83.5	77	10.6	1.17	0.8
	Master	5	70.2	67	60	11.67	1.69	3.19

   b) Why is it considered good practice to acknowledge the limitations of your research in the project report? Assume that you are preparing your project report. Write five limitations of your project report.   **5**   (CO2) (PO2)

2. a) Why do we describe qualitative analysis as an 'interactive process'?   **5**   (CO1) (PO1)

   b) For exploring or presenting data we need to use tables and graphs, what are the essential factors we need to consider for using tables and graphs? Prepare a dummy table and graph with essential parts.   **10**   (CO2) (PO3)

   c) A firm wonder whether to increase the salary of its technical employees. What do you consider to be the research problem that should be identified and answered before it does so?   **10**   (CO2) (PO2)

3. a) What is the cover letter in the questionnaire? Do you think it is important during data collection through a questionnaire? Justify your answer.   **12**   (CO2) (PO2)

   b) Prepare a hypothetical questionnaire for evaluating customer satisfaction by using open, list, category, ranking, and rating questions.   **13**   (CO3) (PO3)

4. a) You are undertaking a research project as part of your course. Your initial research question is 'How has the UK's import and export trade with other countries altered in the past 30 years?' List the arguments that you would use to convince someone of the suitability of using secondary data to answer this research question.   **12**   (CO2) (PO2)

    b) A researcher has observed that some firms in the furniture industry outsource activities such as transportation services while others do not. S/he wants to study: (i) why firms outsource/do not outsource and (ii) whether outsourcing influences firms' performance. Suggest a study to enquire into these research questions   **13**   (CO3) (PO3)

5. a) What is the sampling frame? How can we identify a suitable sampling frame?   **8**   (CO1) (PO1)

    c) What are the principal ethical issues you will need to consider irrespective of the particular research methods that you use?   **7**   (CO2) (PO2)

    d) Suppose you are going to evaluate customer satisfaction for a particular product from social media data, which sampling technique is appropriate for you? Clarify your answer.   **10**   (CO2) (PO2)

6. a) If you have to conduct some business research now, what would be the topic, and what factors would influence your choice?   **7**   (CO3) (PO2)

    b) A multiple linear regression analysis was performed to examine the influence of the variables Gender Male, Age and Weight on the variable Salary. From the following table and regression coefficients develop regression model, discuss standardized regression coefficients and P value.   **15**   (CO3) (PO3)

Model	Unstandardized Coefficients	Standardized Coefficients			95% confidence interval for B	
	B	Beta	Standard error	t	p	lower bound	upper bound
(Constant)	1516.4		1491.95	1.02	.339	-1924.04	4956.83
Gender Male	235.62	0.19	568.82	0.41	.69	-1076.08	1547.31
Age	34.73	0.54	27.49	1.26	.242	-28.66	98.11
Weight	-9.01	-0.18	13.95	0.65	.537	-41.17	23.16

    c) How research contributes to existing knowledge? Why is research often considered a process and not just an outcome?   **8**   (CO1) (PO1)