



The University of Fiji
(An Entity of Arya Pratinidhi Sabha of Fiji)



SCHOOL OF BUSINESS AND ECONOMICS

Semester 2, 2025

FINAL EXAMINATION PAPER

MGT100: INTRODUCTION TO BUSINESS RESEARCH

Important Instructions to Students:

1. Read the questions, instructions carefully and answer the questions.
2. You are allowed an **extra 10 minutes reading time** (during this time, you are not allowed to write with pen) and **180 minutes (3 Hours) to complete this paper**.
3. Silent, non-programmable calculators are allowed, but not supplied.
4. Write all your answers in the answer booklet provided. If you need extra sheets, please ask from the supervisor. Write your name, course code and student identification number in the answer booklet and in the attendance sheet.
5. This paper contains three (3) sections A, B and C. All questions are compulsory to answer.
6. Write all your answers legibly. The marker has the right to award zero for answers that are not legible.
7. This is a **Closed Book Examination**. The University views plagiarism, cheating and dishonest practice as serious offences and if found, offenders are penalized.

Examination Paper Content (Format):

<u>Section</u>	<u>Question</u>	<u>Content</u>	<u>Marks</u>	<u>Suggested Time</u>
A	1-20	Multiple Choice Questions (Compulsory)	40	80 minutes
B	21-24	Discussion Questions (Compulsory)	30	50 minutes
C	25-27	Analytical Questions (Compulsory)	30	50 Minutes
		TOTAL	100	180 Minutes

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SECTION A**MULTIPLE CHOICE QUESTIONS****(40 MARKS)**

Answer ALL the questions in this section. Circle (○) the answer of your choice in the Multiple-Choice answer book provided. Attach the Multiple-Choice answer book with your name and student ID to the Answer Book. Choose the best answer. Each question is worth two (2) marks.

1. Using incentives that would result in a subject's current well-being to be significantly damaged by choosing not to participate is an example of _____.
 - A. privacy violation
 - B. coercion
 - C. physical harm
 - D. psychological harm
 - E. an ethics violation
2. The annual turnover rate of customers is known as _____.
 - A. customer commitment
 - B. customer share
 - C. customer churn
 - D. organisational commitment
 - E. relationship marketing
3. Which of the following is an example of a secondary data source?
 - A. Collecting data on tourist satisfaction
 - B. Gross domestic product data of Fiji from the World Bank database
 - C. Collecting data on employee well-being at Company X
 - D. all of the above
 - E. none of the above
4. Company XYZ is researching whether Salary, Benefits and Number of Leaves provided lead to Employee Satisfaction. Which of the following is the dependent variable of the study?
 - A. Salary
 - B. Benefits
 - C. Number of Leaves
 - D. Employee Satisfaction
 - E. None of the above
5. The phases of the business research process are _____.
 - A. formulation, execution, analytical, and debriefing
 - B. formulation, execution, and analytical
 - C. observation, discovery, develop hypotheses, analyses, conclusions
 - D. discovery, analysis, hypotheses
 - E. exploratory, descriptive, and causal

6. The last task in the business research process is _____.
A. interpretation of results
B. analysing data
C. storing data
D. identifying limitations
E. preparing the report
7. Anna wants to research whether advertising leads to sales in her company. Anna is conducting _____.
A. informal research
B. risk management research
C. applied business research
D. basic business research
E. focused research
8. Enrique is identifying the variables for a research project examining the factors related to a company's Initial Public Offering (IPO) value. Once he has identified these variables, he will develop hypotheses, based on theory and prior empirical evidence, and after that, he will prepare a diagram that shows his hypothesized relationships. What is Enrique doing?
A. theorizing
B. hypothesizing
C. paradigmming
D. diagramming
E. conceptualization
9. When several questions or statements are used in combination to represent a characteristic or concept, we call this combination a(n) _____.
A. variable
B. construct
C. indicator
D. moderator
E. mediator
10. Data is collected by means of one or more of the following: interviews, observation, and _____.
A. digital tracking
B. focus groups
C. projection techniques
D. scales
E. surveys

11. If terms like “more than,” “less than,” “positive,” or “negative” are **not** used in stating the relationship between two groups or two variables, then these hypotheses are _____.
A. null
B. alternative
C. directional
D. nondirectional
E. different
12. _____ are situations when a person is faced with courses of actions that have differing ethical implications.
A. Experiments
B. Business ethics
C. Ethical dilemmas
D. Ethical obligations
E. Quandries
13. To really understand what it is like to live in a traditional Fijian village. Mr Smith decided to live with one of the families in Bua village for 6 months. What type of researcher is Mr Smith?
A. integrative researcher
B. content analyst
C. contextual analyst
D. ethnographic researcher
E. social interactive researcher
14. Which function of business performs research?
A. marketing
B. manufacturing/operations
C. finance
D. accounting
E. all of the above
15. A research project is said to be _____ if another researcher could produce the same results using the identical procedures employed by the original researcher.
A. ongoing
B. formal
C. applied
D. replicable
E. basic
16. All of the following elements provide pressures and conflicts that produce ethical dilemmas EXCEPT _____.
A. organizational
B. professional
C. individual
D. legal
E. all of the above provide pressures and conflicts that produce ethical dilemmas

17. Quality research topics are those that _____.
A. address gaps in existing knowledge and are likely to result in more informed management decision making
B. use quantitative research methods so that the results are entirely objective and not subject to the researcher's opinion
C. combine both qualitative and quantitative research methods to ensure the research question is analyzed thoroughly
D. use qualitative research methods to capture the richness of the decision at hand
E. result in new theory development to further advance scientific knowledge and result in more rational decision-making
18. A _____ involves collecting data from all members of a population.
A. census
B. sample
C. questionnaire
D. non-probability sample
E. probability sample
19. Which type of secondary data is repeatedly collected as part of longitudinal studies?
A. repetitive
B. single source
C. ad hoc
D. cross-sectional
E. time series
20. John Singh is conducting research where he is selecting sample elements to be part of his study based on whoever is available and can provide the required information. Which of the following sampling methods is John Singh using?
A. convenience sampling
B. snowball sampling
C. judgement sampling
D. quota sampling
E. none of the above

SECTION B

DISCUSSION QUESTIONS

(30 MARKS)

Answer ALL the questions in this section.

21. Draw a conceptual model using the following information:
- Independent variables: Quality of Staff, Quality of Facilities and University Environment
 - Dependent Variable: Student Satisfaction
 - Two questions measure each variable
- (Hint: Include independent variables, dependent variables, constructs, arrows and all aspects that a conceptual model should have. (8 Marks)

22. Compare and contrast time series and cross-sectional secondary data and discuss an example where each would be appropriate. (8 Marks)
23. Discuss the three (3) ethical issues guidelines that a researcher must follow when conducting research. (6 Marks)
24. While conducting a literature review, you came across the following paper from 2025, which is relevant to your study.

Cultural Entrepreneurship

Navneel S. Prasad

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<https://doi.org/10.1016/B978-0-443-13701-3.00379-0> ↗

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Abstract

This chapter reviews the literature on cultural entrepreneurship globally, especially in Fiji, which has a vast Indigenous population. This chapter utilizes a literature review on cultural entrepreneurship trends globally and its stand and importance in Fiji. This chapter finds that cultural entrepreneurship is an important area, especially for Indigenous families and community-based businesses. These are particularly essential in countries such as Fiji that rely heavily on the Tourism industry. This chapter utilizes the learnings of previous literature and that of Fiji and suggests how cultural entrepreneurship could be enhanced.

Summarise the above abstract in one to two (1-2) sentences as you would do in the literature review of your paper. Include the in-text reference as well. (8 Marks)

SECTION C

ANALYTICAL QUESTIONS

(30 MARKS)

Answer ALL the questions in this section.

25. Sam Smith is conducting research at his university. The following are the descriptive statistics of a research study. Refer to the table below and answer the questions that follow.

Descriptive Statistics					
	N	Mean	Standard Deviation	Minimum	Maximum
Gender	53	1.30	0.55	1.00	2.00
Age	53	3.16	2.36	1.00	7.00
Student Satisfaction	53	4.46	1.32	1.00	5.00
Quality of Teaching	53	4.44	1.36	1.00	5.00
Quality of Facilities	53	3.12	0.86	1.00	5.00
University Environment	53	2.45	0.89	1.00	5.00
Closeness to Home	53	3.93	1.03	1.00	5.00

- (i) Which of the above variable(s) can be classified as demographic variable(s)?
(2 Marks)
- (ii) What is the mean of Gender? If 1 was assigned to Males and 2 was assigned to Females, which Gender had more respondents in this study?
(2 + 2 = 4 Marks)
- (iii) How many respondents did this study have?
(2 Marks)
- (iv) What is the Mean for Student Satisfaction, and what can you interpret from it?
(2 + 2 = 4 Marks)

26. The following are the correlations of a study. Refer to the table below and answer the questions that follow.

	Student Satisfaction	Quality of Teaching	Quality of Facilities	University Environment	Closeness to Home
Student Satisfaction	1.00				
Quality of Teaching	0.76	1.00			
Quality of Facilities	0.23	0.13	1.00		
University Environment	0.47	0.23	-0.72	1.00	
Closeness to Home	0.59	0.56	0.48	0.21	1.00

- (i) State and explain the two relationships you can interpret from the above table. (Hint: Only report those that are 0.6 or above or less than minus 0.6)
(2 + 4 = 6 Marks)

- (ii) Discuss the possible research that is being conducted using these variables. Be as specific as possible. (Hint: What is the possible dependent variable and independent variable(s)) (4 Marks)

27. The following are the regression results of a research study. The researchers are trying to study whether the quality of teaching, quality of facilities, university environment and closeness to homes lead to student satisfaction. Refer to the table below and answer the questions that follow.

(i)

Regression Statistics	
Multiple R	0.87
R Square	0.72
Adjusted R Square	0.64
Standard Error	5.26
Observations	53

The R^2 for this study is 0.72. Explain what this means based on the details provided.

(2 Marks)

- (ii) The following are the coefficients from a regression analysis. Refer to the table below and answer the questions that follow.

	Coefficients	Standard Error	t Stat	P-value
Intercept	6.54	4.36	6.42	0.06
Quality of Teaching	3.26	1.28	2.46	0.01
Quality of Facilities	-0.62	3.14	-0.08	0.73
University Environment	1.29	1.63	1.02	0.09
Closeness to Home	3.06	1.36	2.12	0.31
Dependent Variable: Student Satisfaction				

- a) Discuss which variables (if any) significantly predict the dependent variable.

(2 Marks)

- b) State the coefficient of the significant variable and explain what it means. (4 Marks)

THE END!