UNIVERSITI UTARA MALAYSIA

FINAL EXAMINATION
FIRST SEMESTER SESSION 2009/2010

CODE/COURSE : BJTP3013 RESEARCH METHOD FOR OPERATION MANAGEMENT

DATE : 6 NOVEMBER 2009 (FRIDAY)
TIME : 9.00 AM– 11.30 (2 HOURS 30 MINUTE)
VENUE : DMS

INSTRUCTION:
1. This book script contains TWO (2) parts. Parts A contain NINE (9) questions and Parts B contain ONE (1) questions in SEVEN (7) printed pages excluding the cover page.

2. Please answer ALL the questions. For part A, please answer in space provided and for part B, the answer must be in sheet provided.

MATRIC NO. :  
  (in words)  
  (in number) 

IDENTIFICATION CARD :  

LECTURER :  

GROUP :  
TABLE NUMBER :  

DO NOT OPEN UNTIL INSTRUCTION IS GIVEN
Section A (60 marks)

1. Define research hypothesis and give three characteristics of good research hypothesis. (8 marks)

2. Define the type I and type II errors and explain how both differ when we do the testing and the conclusion regarding the hypothesis (6 marks)
3. Give three reasons for conducting literature review

   (4 marks)

4. Give three potential weaknesses relating to the use of observation method for the data collection technique.

   (4 marks)
5. Define closed-ended and open-ended questions. Give two examples each and state the strength and weakness of each type

(10 marks)
6. Explain the characteristics of the following measurement scale and for each one, provides an example that relates to the characteristics given.

(8 marks)

a. Nominal

b. Ordinal

c. Interval

d. Ratio
7. The following are the tips on preparing good questions. For each, state your opinion and explain why? (6 marks)
   
   i. Avoid leading questions

   ii. Avoid ambiguity

   iii. Avoid double-barreled questions

8. What are the ethical obligations of the researcher to the participants before, during and after the research project? Discuss on three obligations only. (6 marks)
9. Explain how triangulation can be used to ensure reliability and validity of the qualitative research from the aspects of researcher, data, method and theory

(8 marks)
Section B (40 marks)

1. Recall the class assignment on the people perception on Gerakan Desa Wawasan. Think of one similar project or program or activity that you have some experience or knowledge. Determine a research agenda relating to its impact (this is slightly different as you are supposed to examine the impact, NOT on someone’s perception).

You are required to write a brief research proposal with the standard format as if you are submitting for a project paper approval. For the literature review section, you are required to provide only the subheading with one or two points to indicate what you want to include in that particular section. All important criteria of research proposal MUST be included.

(40 marks)