

**Daffodil International University (DIU)**  
Faculty of Business and Entrepreneurship  
Department of Business Administration  
**Program: BBA**

Semester: **Fall-2025**  
Time: **2 Hours**  
Course Code: **0419-322**  
Section: **All**

Examination: **Final-term**  
Full Marks: **40**  
Course Title: **Business Research Methodology**  
Teacher's Name: **DAR/DSA**

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**(Answer All Questions)**

1. (a) Daffodil International University organizes **JOB UTSOB** every year to connect graduates with potential employers. You are a graduate of the Department of Business Administration and are seeking a job that matches your academic knowledge and skills. To make an informed career decision, you need to collect relevant job-related data from employers participating in JOB UTSOB.

(b) Distinction between a Null hypothesis and an Alternate hypothesis in business research with examples. **[CLO-3: L-4] 6 + 4 = 10 marks**

2. (a). Construct a flowchart showing the process of hypothesis testing in business research.

(b) In a survey of buying habits, 300 women shoppers are chosen at random in supermarket "A". Their average weekly food expenditure is Tk.250 with a stander deviation of Tk.40. For 300 women shoppers chosen at random in some other supermarket "B" the average food expenditure is Tk.220 with a stander deviation of Tk.55. Do these two populations have similar shopping habits? Is the average weekly food expenditure of two populations of shoppers equal? Test at a 5% level of significance.

**[CLO-3: L-4] 5 + 5 = 10 marks**

**3. Background:** The use of mobile financial services has gained popularity among small and medium-sized enterprises (SMEs) in Bangladesh due to the convenience and accessibility of these services. However, despite the increasing adoption of mobile financial services by SMEs in Bangladesh, there is still limited understanding of the factors that influence their usage. This study aims to investigate the factors that influence the use of mobile financial services by SMEs in Bangladesh. The study will focus on factors such as perceived usefulness, ease of use, trust, and perceived risk, and will assess their impact on the use of mobile financial services by SMEs.

**Required:**

- a. Identify a researchable question according to the criteria of a research problem.
- b. Mention the target population.
- c. Identify the variables under the study.
- d. Which sampling method should be applied to choose the sample to get a more accurate result?
- e. Draw a null hypothesis and an alternative hypothesis.

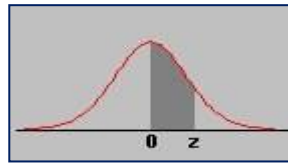
**[CLO-4: L-5] 2+2+2+2+2 = 10 marks**

4. (a) In a business report, bibliography and references are not the same thing. Justify

(b) Explain the different parts of a business report following a standard format.

**[CLO-4: L-5] 5 + 5 = 10 marks**

### Standard Normal (Z) Table Area between 0 and z



Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990