

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

Semester: Spring-2026
Time: 1.5 Hours
Course Code: 0419-322
Course Title: Business Research Methodology

Examination: Mid-term
Full Marks: 25
Teacher's Name: **DAR/DS/DMMI/DN**
Section: All

(Answer all questions)

1. (a) Identify the different states of the standard format of a research proposal.
(b) Compare the explanatory and exploratory research with examples.

CLO-1, CLO-1: L-2, L-2 **3 + 3 = 6 marks**

2. (a) Select the sources of the literature review with examples.

(b) A financial services company is interested in understanding the factors that influence customer satisfaction with its online banking platform. The company has received feedback from some customers that the platform is difficult to use, and wants to understand whether this is a prevalent issue.

Required: i. From the above statement, Develop a research problem

ii. Draw a researchable question according to the criteria of a research problem

CLO-1, CLO-1: L-3, L-3 **3 + 2 = 5 marks**

- 3.(a) Distinguish the difference between independent and dependent variables, using an example that illustrates their relationship.

(b) A company wants to survey its 20 employees for feedback on a new office policy. They decide to use circular systematic sampling to select a sample of 5 employees. The employees are listed in a numbered order from 1 to 20. The list is as follows:

Employ No.	Name	Employ No.	Name
1	Rahman	11	Basar
2	Karim	12	Redoy
3	Nabin	13	Saidi
4	Rabin	14	Abdullah
5	Tinu	15	Moti
6	Minu	16	Sagor
7	Alamgir	17	Najma
8	Ruhul	18	Munni
9	Joni	19	Jahir
10	Kader	20	Siddique

If the company starts with employee number 14 (Abdullah), what employee numbers are selected in the sample?

- (c) Determine the ideal survey size for a population size of 300 people. Use a 99% confidence level, a 50% standard deviation, and a 3% margin of error.

CLO-2, CLO-2, CLO-2: L-4, L-3, L-3 **3 + 3 + 2 = 8 marks**

4. (a) Classify the concept of the nominal, ordinal, interval, and ratio measurement scales in business research. Give examples to show how each scale is used to measure various types of business data.

(b) Choose the key characteristics required for developing excellent research questions in the business research.

CLO-2, CLO-2: L-4, L-3 **3 + 3 = 6 marks**