

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

Semester: Spring-2026

Time: 2 Hours

Course Code: 0419-322

Course Title: Business Research Methodology

Examination: Final

Full Marks: 40

Teacher's Name: DAR/ DMMI/DN

Section: All

(Answer all questions)

1. (a) How would you describe the process of collecting data using survey methods?

(b) Identify the various strategies employed for presenting data in the context of business research.

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

2. (a) Identify the key differences between the significance and confidence level for testing hypotheses in business research with an example.

(b) The Green Gerden Restaurant at Daffodil International University, Aushulia, has historically sold an average of 300 cups of tea per day. After DIU shifted fully to DSA at Aushulia, a sample of 10 days shows the following sales: 320, 340, 310, 290, 315, 335, 350, 330, 345, 325.

At a 5% significance level, test whether the Green Gerden Restaurant's daily sales have increased.

[CLO-3, CLO-3: L-3,L-5] **3 + 7 = 10 marks**

3 Corporate Governance and Corporate Social Responsibility (CSR) reporting are critical components of business operations, particularly in the banking sector. In Bangladesh, where the banking industry has seen rapid growth and expansion in recent years, there is a growing need to examine the relationship between corporate governance and CSR reporting in the listed banking sector. Corporate governance refers to the system of rules, practices, and processes that govern the way a company is directed, managed, and controlled. Some of the key factors of corporate governance are Board Independent Directors, Board leadership Structure, Board size, Ownership Structure, female directors, etc.

Required: Critically analyze the above case and justify the following questions-

- a) Identify a researchable question according to the criteria of a research problem.
- b) Mention the target population.
- c) Identify the independent and dependent 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-6] **2+2+2+2+2 = 10 marks**

4. (a) In a report, reference and bibliography are not the same thing. justify

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

[CLO-4; L-5] **4 + 6 = 10 marks**

Table value of t distribution

Confidence Interval	99%	98%	95%	90%	80%	50%
Prob. In one tail =	0.005	0.01	0.025	0.05	0.1	0.25
Prob. In two tails =	0.01	0.02	0.05	0.1	0.2	0.5
Degrees of Freedom						
1	63.657	31.821	12.706	6.314	3.078	1.000
2	9.925	6.965	4.303	2.920	1.886	0.816
3	5.841	4.541	3.182	2.353	1.638	0.765
4	4.604	3.747	2.776	2.132	1.533	0.741
5	4.032	3.365	2.571	2.015	1.476	0.727
6	3.707	3.143	2.447	1.943	1.440	0.718
7	3.499	2.998	2.365	1.895	1.415	0.711
8	3.355	2.896	2.306	1.860	1.397	0.706
9	3.250	2.821	2.262	1.833	1.383	0.703
10	3.169	2.764	2.228	1.812	1.372	0.700
11	3.106	2.718	2.201	1.796	1.363	0.697
12	3.055	2.681	2.179	1.782	1.356	0.695
13	3.012	2.650	2.160	1.771	1.350	0.694
14	2.977	2.624	2.145	1.761	1.345	0.692
15	2.947	2.602	2.131	1.753	1.341	0.691
16	2.921	2.583	2.120	1.746	1.337	0.690
17	2.898	2.567	2.110	1.740	1.333	0.689
18	2.878	2.552	2.101	1.734	1.330	0.688
19	2.861	2.539	2.093	1.729	1.328	0.688
20	2.845	2.528	2.086	1.725	1.325	0.687
21	2.831	2.518	2.080	1.721	1.323	0.686
22	2.819	2.508	2.074	1.717	1.321	0.686
23	2.807	2.500	2.069	1.714	1.319	0.685
24	2.797	2.492	2.064	1.711	1.318	0.685
25	2.787	2.485	2.060	1.708	1.316	0.684
26	2.779	2.479	2.056	1.706	1.315	0.684
27	2.771	2.473	2.052	1.703	1.314	0.684
28	2.763	2.467	2.048	1.701	1.313	0.683
29	2.756	2.462	2.045	1.699	1.311	0.683
30	2.750	2.457	2.042	1.697	1.310	0.683
31	2.744	2.453	2.040	1.696	1.309	0.682
32	2.738	2.449	2.037	1.694	1.309	0.682
33	2.733	2.445	2.035	1.692	1.308	0.682
34	2.728	2.441	2.032	1.691	1.307	0.682
35	2.724	2.438	2.030	1.690	1.306	0.682
36	2.719	2.434	2.028	1.688	1.306	0.681
37	2.715	2.431	2.026	1.687	1.305	0.681
38	2.712	2.429	2.024	1.686	1.304	0.681
39	2.708	2.426	2.023	1.685	1.304	0.681
40	2.704	2.423	2.021	1.684	1.303	0.681
45	2.690	2.412	2.014	1.679	1.301	0.680
50	2.678	2.403	2.009	1.676	1.299	0.679
55	2.668	2.396	2.004	1.673	1.297	0.679
60	2.660	2.390	2.000	1.671	1.296	0.679
65	2.654	2.385	1.997	1.669	1.295	0.678
70	2.648	2.381	1.994	1.667	1.294	0.678
75	2.643	2.377	1.992	1.665	1.293	0.678
80	2.639	2.374	1.990	1.664	1.292	0.678