

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA QUẢN TRỊ KINH DOANH

ĐỀ THI, ĐÁP ÁN/RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Research Methods for Business		
Mã học phần:	72BUSI30043	Số tín chỉ:	3
Mã nhóm lớp học phần:			
Hình thức thi: Tự luận	Thời gian làm bài:	75	phút
<input type="checkbox"/> Đề thi có sử dụng phần mềm riêng	GV ghi cụ thể tên phần mềm:		
<i>Thí sinh được tham khảo tài liệu:</i>	<input checked="" type="checkbox"/> Có	<input type="checkbox"/> Không	

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(Phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Hiểu biết	Tự luận	6%	1,2		
CLO2	Hiểu biết	Tự luận	8%	1,2		
CLO3	Hiểu biết	Tự luận	6%	1,2		
CLO4	Kỹ năng	Tự luận	6%	3,4		
CLO5	Kỹ năng	Tự luận	8%	3,4		
CLO6	Kỹ năng	Tự luận	6%	3,4		

Exam Questions

Question 1 (2.0 points): Compare and contrast fundamental research and applied research. Give an example for each research category.

Question 2 (3.0 points):

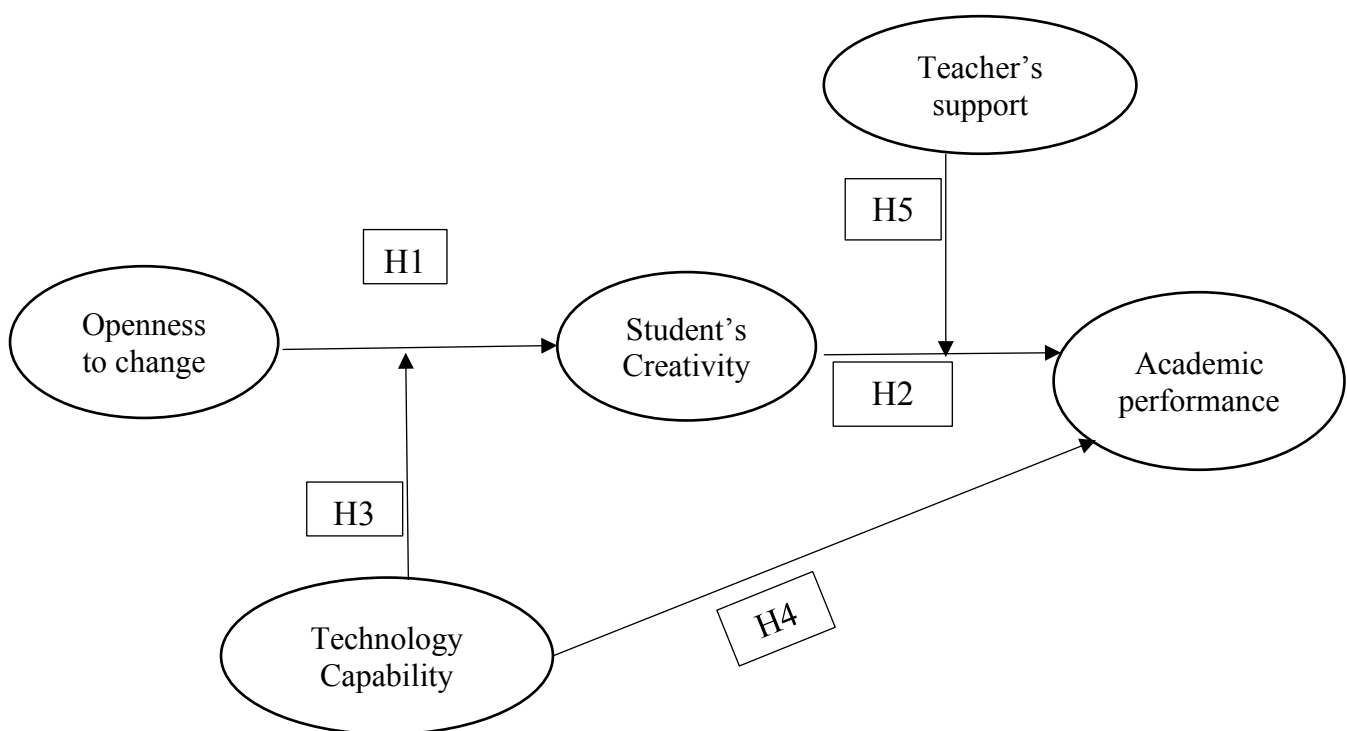
Assume that you are the CEO of one company. Recently, you have recognized that your employee performance have sharply decreased. Productivity has decreased, lateness and turnover rate has risen up.

2.1. (1.0 point): Propose one qualitative research idea and one quantitative research idea which contribute to solve the aforementioned problem.

2.2. (1.0 point): List up and explain at least 4 variables that you are planning to investigate in your research.

2.3. (1.0 point): Explain how you are going to measure these variables and from where you can collect the data?

Question 3 (2.0 points): Examine the following research model and answer the questions.



3.1. (1.0 point): Identify the variable categories in the research model.

3.2. (1.0 point): Write down the hypothesis statements in the research conceptual framework.

Question 4 (3.0 points):

4.1. (1.0 point): One company researched on employee's resilience after crisis and tragedy.

Below are the statements that the company required participants to compare themselves with. Participants responded by giving the answers indicating their agreement levels with the person in the statement, wherein 1 = strongly disagree to 5 = strongly agree.

1. I am more likely to be back to work quickly after crisis
2. I find it difficult to get through pressure at work
3. I will not take too much time for me to recover after stressful circumstances
4. When bad things happen, I feel hard to be back to normal life
5. I often overcome hard time without too much troubles
6. It often takes me a long time to overcome failure in life

Assume that the company has collected data from the 6 following people and coded data as follows. In your opinion, data from which individual(s) are not reliable? Justify your answer.

Participant 1	5	3	4	5	5	4
Participant 2	3	3	3	3	3	3
Participant 3	5	1	4	2	3	3
Participant 4	2	4	2	4	1	5
Participant 5	4	1	4	2	4	2
Participant 6	5	1	5	2	5	1

4.2. (2.0 points): Given the research results in the following table, evaluate the variables in the research. Justify your evaluation.

Descriptive Information and Correlations among Variables										
	Mean	SD	Cronbach alpha	1	2	3	4	5	6	7
1. Online purchasing	2.42	0.92		1						
2. Budget	0.55	0.72		.315*	1					
3. Online time	1.01	0.83		.217*	.119	1				
4. Perceived values	4.60	1.21	0.87	.185*	.138	-.051	1			
5. Brand popularity	4.99	1.17	0.55	.198*	.068	.020	.523*	1		
6. Attitude	6.52	1.54	0.90	.054	-.004	.030	.304*	.296*	1	
7. Emotion	5.48	1.28	0.95	.207*	.089	.169*	.430*	.612*	.439*	1
*. Correlation is significant at the 0.05 level (2-tailed).										

Notes: Perceived values, Attitude, Emotions are measured on a 7 point likert scales, Online purchasing was evaluated by buying frequency, budget and online time are categorical data.

ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án			Thang điểm	Ghi chú
I. Tự luận					
Question 1				2.0	
Problem a.				1.0	<u>0.25 score/point</u>
	Comparison criteria	Fundamental research	Applied research		
	Research time	Flexible	In a specific and short time period		
	Objectives	Investigate, explore, develop new theory to explain complex phenomenon	Explore, prove, and explain for problems happing in the organizations		
	Possibility of application	Not immediately applied to improve the problem	May apply to improve the problem after a short time of finishing research		
Problem b.	Example for research category			1.0	0.5 score/example
Question 2				3.0	
Problem a.	<u>2.1</u> Possible reasons as follows: decreased satisfaction of employees, employees do not want to engage in jobs (low job engagement), bad relationship with supervisor or co-workers, Ineffective teamwork,			1.0	0.5 score/research idea

	<p>un-balance in work-life relationship, increased stress at work, etc</p> <p>Each reasonable research idea will get score.</p>		
Problem b.	<p><u>2.2</u></p> <p>Student give at least four reasonable and logical variables regardless of in quantitative or qualitative research</p>	1.0	0.25 score/ reasonable and logical variable
Problem c.	<p><u>2.3</u></p> <p>Student give information about sample approach and instruments (0.5 score), at least two measurements described</p> <p>Data source (0.5 score), at least two data sources</p>	1.0	0.25/each
Question 3		2.0	
Problem a	<p><u>3.1</u> List the variables</p> <ul style="list-style-type: none"> - Independent variables: Openness to change, technology capability - Dependent variables: Academic performance - Mediator: Student's creativity - Moderator: Teacher's support, technology capability 	1.0	0.2 score/ correct answer Technology capability could be either type
Problem b	<p><u>3.2</u> Hypotheses Development</p> <p>H1: Openness to change impacts student's creativity/ Openness to change and student's creativity is correlated/related</p>	1.0	0.2 score/ correct hypothesis

	<p>H2: Student's creativity impacts academic performance/ Students' creativity and academic performance is correlated/related</p> <p>H1 and H2 could be merged to describe mediating role of students' creativity</p> <p>H3: Technology capability moderates the relationship between openness to change and students' creativity</p> <p>H4: Technology capability impacts academic performance/ Technology capability and academic performance are related/correlated</p> <p>H5: Teacher support moderates the relationship between students' creativity and academic performance</p>		
Question 4		3.0	
Problem a	<p>Observation: Items 1, 3, 5 have relatively similar meaning. Items 2, 4, 6 sharing the same feature which is contradictory with group 1.</p> <p>Thus, if an answer is reliable, group 1 of items and group 2 are more likely to be reversed.</p> <p>Furthermore, if one answer has all similar scores for different items, it is more likely not reliable.</p> <p>Thus, participant 1 and 2 are not giving reliable answers.</p>	1.0	0.5 score/ answer
Problem b	<p>Evaluation could be related to mean, standard deviation, correlations among variables. The answers are as follows:</p>	2.0	8 correct answer for full scores

	<ul style="list-style-type: none"> - Attitude has a summary of mean and sd > maximum value (7), is more likely not normally distributed (0.25 score) - Brand popularity has an cronbach alpha which is equal to 0.55 (<0.7), is more likely not reliable (0.25 score) - Attitude, emotion, and perceived value have Cronbach alpha > 0.7, showing reliability for the variables (0.25 score) - Correlations are significant at p-value = 0.05 for some variables (0.25 score/ one correct judgmental statement) 		
	<i>Notes: Equivalent answers with those in the answer sheet could get equal score if it is justified.</i>		
	Total	10.0	

Người duyệt đề

TP. Hồ Chí Minh, ngày 16 tháng 11 năm 2024
Giảng viên ra đề

Dr. Nguyen Quynh Mai

Dr. Nguyen Nhu Ngoc