

TRƯỜNG ĐẠI HỌC VĂN LANG
GHI TÊN ĐƠN VỊ CHỦ QUẢN MÔN HỌC

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:		phút
<input type="checkbox"/> Đề thi có sử dụng phần mềm riêng	GV ghi cụ thể tên phần mềm:		
Thí sinh được tham khảo tài liệu:	<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): Describe at least five ethical concern in business research, and give an example for each issue.

Question 2 (3.0 points):

Assume that you are the owner of a fashion brand with many online shops. Recently, you have recognized that your sale volume has sharply decreased.

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

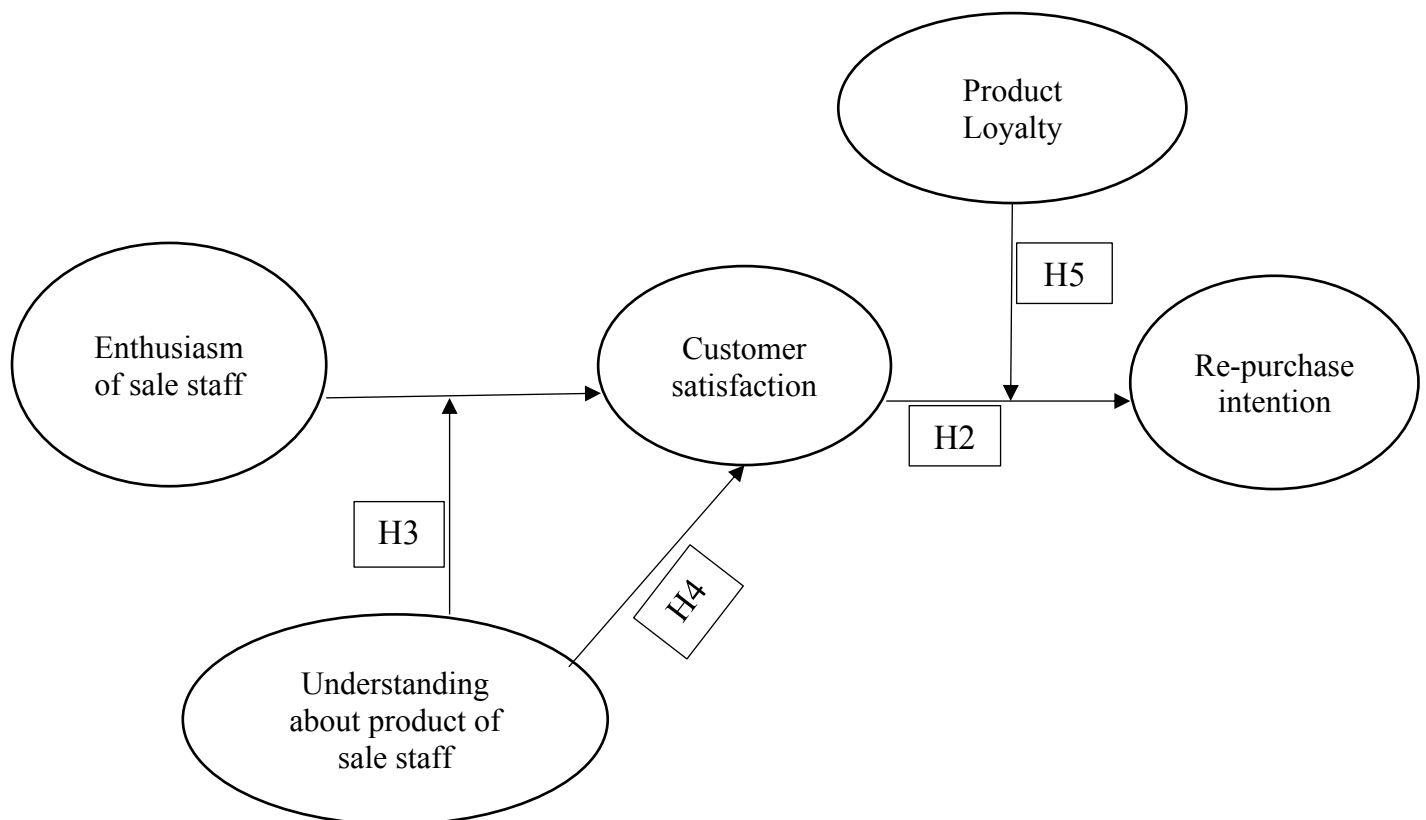
2.2. (1.0 point): List up and explain at least 4 variables that you are planning to investigate in your research.

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
1. Work-life balance	3.76	1.92	0.7	1					
2. Stress at work	3.21	1.52	0.5	-0.13*	1				
3. Supervisor's leadership style	4.60	1.21	0.82	0.14*	-.051*	1			
4. Support from spouse	6.99	1.17	0.73	0.27*	-0.20*	0.43	1		
5. Age	34.6	5.4		0.22	.030*	.296	0.04	1	
6. Gender	0.55	0.6		0.07	.169*	.612	.439	0.08	1
*. Correlation is significant at the 0.05 level (2-tailed).									

Notes: Work-life balance; Stress at work; Supervisor's leadership style; Support from spouse are measured on a 7 point likert scales; Male was coded as 1; Female was coded as 0 when entering 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.	Ethical issues in business research - Violation in results publication - Breaking commitment and security contract - Invoice fraud - Reporting wrong research results - Participants deceiving - Avoidance of legal responsibility So on	1.0	0.25 point/issue
Problem b.	Corresponding example	1.0	0.25point/example
Question 2		3.0	
Problem a.	2.1: 1 point Possible reasons as follows: Decreased customer satisfaction, low loyalty, low re-purchase rate, low employee performance, stock management and operation management efficiency, marketing strategy, changing trends in customer purchasing behavior, and so on	1.0	0.5point/research idea
Problem b.	2.2: Student give at least four reasonable and logical variables regardless of in quantitative or qualitative research	1.0	0.25 point/variable (factor)

Problem c	<p>2.3</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	<p>0.25 point/sample approach</p> <p>0.25 point/measurement/instrument/data source</p>
Question 3			
Problem a	<p><u>3.1: 1 point</u></p> <p>Consider the whole model, we have:</p> <ul style="list-style-type: none"> - Independent variable: Enthusiasm of the sale staff; Understanding about product of sale staff - Dependent variable: Re-purchase intention - Mediator: Customer satisfaction - Moderator: Understanding about the product of sale staff, Product loyalty 	1.0	<p>0.2 point/correct answer</p> <p>Understanding about the product of sale staff can be either independent variable or moderator</p>
b	<p><u>3.2 Hypotheses Development</u></p> <p>H1: Enthusiasm of sale staff impacts customer satisfaction</p> <p>H2: Customer satisfaction and re-purchase intention are correlated</p> <p>Student can merge H1 and H2 to point out a mediating effect of customer satisfaction</p>	1.0	0.2/hypothesis

	<p>H3: Understanding about product of sale staff moderates the relationship between their enthusiasm and their satisfaction</p> <p>H4: Understanding about product of sale staff impacts customer's satisfaction</p> <p>H5: Product loyalty moderates the relationship between customer satisfaction and their re-purchase intention</p>		
Question 4			
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/ correct answer
b	<p>Evaluation could be related to mean, standard deviation, correlations among variables. The answers are as follows:</p> <p>- Supporting from spouse has a summary of mean and sd > maximum value (7), is more likely not normally distributed (0.25 score)</p>	2.0	0.25/each correct answer

	<ul style="list-style-type: none"> - Stress at work has an cronbach alpha which is equal to 0.55 (<0.7), is more likely not reliable (0.25 score) - Supervisor leadership style, supporting from spouse value have Cronbach alpha > 0.7, - 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>		
	Điểm tổng	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