



Faculty of Commerce Business Information System	Research Methods & Report Writing Final Exam, 1 <sup>st</sup> term - 2021/2022		
	Level: (1) Exam date: 13/01/2022	Allowed time: 2 hours Total: 50 marks	

The Exam consists of (2) questions in (2) pages

Please answer the following questions

**Question 1 – (10 marks)**

1- ..... orients the reader to the purpose of the report and gives them a clear indication of what they can expect.			
a- Executive summary.	b- Title page.	c- An introduction.	d- Conclusion.
2- The people who still want or need to read your document but may have different education backgrounds are .....			
a- Target audience.	b- Secondary audience.	c- Tertiary audience.	d- All of the above.
3- ..... provides explanations of the technical terms you are using.			
a- Text.	b- Tables.	c- Diagrams and illustrations.	d- Glossary.
4- .....are located in the body of the work and contain a fragment of the full citation.			
a- Reference lists.	b- In-text citations.	c- Both a & b.	d- None of the above.
5- ..... make specific suggestions for actions to solve the problem			
a- Discussion and findings.	b- Recommendations.	c- Conclusions.	d- Executive summary
6- ..... presents the conclusions or recommendations near the beginning of the report, and the report provides justification for these recommendations.			
a- Inductive approach.	b- Deductive approach.	c- Both a & b.	d- None of the above.
7- ..... is less concise and exchanged between the business and their clients			
a- Memorandum.	b- Executive summary.	c- Letter.	d- None of the above.
8- The executive summary differs from an abstract in that it provides .....			
a- Report's purpose	b- Key recommendations.	c- Conclusions.	d- All of the above.
9- ..... is the main part of your report and should present your findings.			
a- Discussion.	b- Conclusion.	c- Introduction.	d- Recommendations.
10- You might want to include supplementary material that enhances understanding for the reader in .....			
a- List of Reference.	b- Conclusion.	c- Findings.	d- Appendix.

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### Question 2 – (40 marks)

a- Compare between: (30 marks)

- 1- Inductive and deductive approach
- 2- Explanatory, descriptive and causal research
- 3- Random and non-random sampling
- 4- Quantitative and qualitative data
- 5- Cross-sectional and longitudinal data

b- List the types of random (probability) sampling. (5 marks)

c- Define research (5 marks)