



**UNIVERSITY OF EDUCATION, WINNEBA
INSTITUTE FOR DISTANCE AND e-LEARNING
2-YR POST-DIPLOMA IN BUSINESS ADMINISTRATION
END OF SECOND SEMESTER EXAMINATION – JULY/AUGUST 2020**

BBA 422: BUSINESS RESEARCH METHODS: LEVEL: POST DIPLOMA1

THE TOTAL MARK FOR THIS PAPER IS 100

TAKE HOME PAPER EXAMINATION INSTRUCTIONS BRIEF

- i. This paper is made up of **three (3)** questions. Attempt all questions
- ii. Examination duration
 - a. Starts on 29 July, 2020
 - b. Ends on 02 August, 2020
- iii. All answers must be typed (using; font size=12; Times New Roman)
- iv. The Final work should be saved in PDF with the student index number only.
- v. The cover page of the final document must have the course code, title of paper, semester and academic year and study centre name.
- vi. Students are to note that the take home paper is the same as the end of semester examination, hence any dishonesty and malpractice will not be tolerated. Do independent work to avoid copying and sharing of information.
- vii. The final completed work should be submitted via UEW LMS on the due date. Late submission will not be tolerated.

QUESTION ONE

ABSTRACT

The corporate failures and scandals over the last two to three decades worldwide including Ghana have highlighted the need for guidance to tackle the various risks and problems that can arise in the systems of governance in many organizations. As a result, the implementation of good corporate governance at every firm has been a necessity. This paper investigates the influence of quality corporate governance practices on firm performance in Ghana. A sample size of 22 firms listed on the Ghana stock exchange and their 5-year dataset within 2010 to 2014 were collected for the study. Regression analysis was conducted to determine the association between corporate governance mechanisms (board composition, board gender diversity, audit committee effectiveness, board size and CEO-duality) and firm performance (return on asset and return on equity). The result of the study indicates that at the 5% level of significance; board composition, board gender diversity and audit committee presence have insignificant negative relationship with the performance of firms listed on the Ghana stock exchange. Meanwhile board size and CEO-duality was found to relate negatively significant with firm performance. The result again showed that as leverage relate negatively significant with firm performance, firm size relate positively significant with the performance of firms listed on the Ghana stock exchange. This study therefore makes an important contribution to the global discourse on corporate governance mechanisms prediction on firm performance in an increasingly globalised world. The study was organized into five chapters. Chapter one consists of the introduction to the study; the background to the study, problem statement, purpose of the study, objectives of the study, research hypothesis, significance of the study, limitations of the study, scope of the study,

definition of terms and organization of the study. Chapter two, deals with the review of existing literature that is related to the concepts of the research topic under consideration (corporate governance and firm's performance). This chapter also presents the theoretical and conceptual frameworks of the study. Chapter three explores the methodology used for the study. It covers issues such as data sets for the study, time horizons for the study, sampling design for the study, the variables for the study, statistical techniques, and data analyses. The chapter concludes with a summary of the chapter. Chapter four comprises the compilation, analysis and discussion of data collected from the annual reports. It covers the descriptive statistics, bivariate correlation, and finally, presents the results of the regression model. Chapter five deliberates on summary of findings, conclusion recommendations, and limitations of the study.

Required: With specific examples from the information above, critique the abstract highlighting on the major elements of an abstract. **(30 MARKS)**

QUESTIONS TWO

Coronavirus pandemic has affected businesses and all aspects of our lives globally. As a recent occurrence, it has created the opportunity to study a “once-in-life-time” moment of how companies function during an unprecedented COVID-19 pandemic period. Assume that your supervisor has approved for you to work on the on the topic **“the mitigating strategies and policies used by high hit business organisation during COVID-19”** for your Long Essay/Project Work. A quick glance through the literature demonstrates that, this topic has received little or perhaps no attention in academic literature. As a student of Research Methods, examine clearly the appropriate methodology to use for the topic during this pandemic stating clearly the design or approach, sampling technique, instrument for data collection and analysis **giving appropriate justifications for your choices.**

(30 MARKS)

QUESTION THREE

The weekly Hotel bill (HB) per traveller for COVID-19 mandatory quarantine accommodation and centres are in high demand in Accra due to the limited accommodation facilities for these persons. Government may withdraw from taking care of the costs as expert say that the COVID-19 has come to stay with us similar to other diseases. For this reason, it has become imperative for travellers to carefully plan for their accommodation. Information has been gathered to help travellers predict hotel bill based on the following elements: number of people in a hotel (AA), number of rooms in a hotel (AB), Hotel age (AC), number of beds in a room (AD), Internet connection (AE), Availability of washroom in a room (AF), Distance from hotel to airport (AG) and Traveller type (AH). The study primarily used primary data obtained from 84 travellers sampled for the process. Data was analysed using the correlation and regression analysis. The results from the correlation and regressions analysis are displayed in tables 1 and 2 respectively.

Table 1: Correlation Analysis of Variables

| | HB | AA | AB | AC | AD | AE | AF | AG | AH |
|----|--------------------|--------------------|--------------------|-------------------|-------------------|--------------------|-------|------|----|
| HB | 1 | | | | | | | | |
| AA | .009 | 1 | | | | | | | |
| AB | .351 [”] | -.069 | 1 | | | | | | |
| AC | -.411 [”] | .036 | .249 [”] | 1 | | | | | |
| AD | .398 [”] | .062 | .492 [”] | .634 [”] | 1 | | | | |
| AE | -.374 [”] | .052 | .533 [”] | .566 [”] | .611 [”] | 1 | | | |
| AF | .021 | .035 | -.189 [’] | .141 | -.161 | -.293 [”] | 1 | | |
| AG | .159 | .047 | .078 | .241 [’] | .559 [”] | .329 [”] | -.154 | 1 | |
| AH | -.071 | -.643 [”] | -.004 | -.185 | -.083 | -.203 [’] | .009 | .140 | 1 |

‘Correlation is significant at the 0.05 level

“Correlation is significant at the 0.01 level

Table 2: Regression Result on Hotel Bill (HB)

| Variables | HB Coefficient | Prob. |
|-----------|-------------------|-------|
| AA | 0.248 | 0.889 |
| AB | 1.936 | 0.787 |
| AC | -1.696* | 0.088 |
| AD | 2.629* | 0.081 |
| AE | -8.09** | 0.046 |
| AF | 23.27*** | 0.000 |
| AG | 1.42* | 0.086 |
| AH | 3.056 | 0.338 |
| N | 84 | |
| R-Squared | 38 | |

| | | |
|---------------|---------|-------|
| Adj R-squared | 31.4 | |
| F-Stats | 5.75*** | 0.000 |

***, ** and *** indicate significance levels of 0.10, 0.05, 0.01 respectively**

Required: Use the information above and the results from tables 1 and 2 to answer the following questions.

- a) Identify the dependent and independent variables of the study. **(2 marks)**
- b) Explain why each of the variables you have identified in **3a** above is either an independent or dependent variable. **(4 marks)**
- c) To what extent does this study reflect a case study? **(2 marks)**
- d) Identify the variables that were significant at 1% significant level.
- e) From the correlation matrix which variable had the weakest correlation? **(2 marks)**
- f) Was the model fit to achieve the objective of the study?
- g) How would you interpret the adjusted R-square and R-square values of 31.4 and 38 respectively. **(4 marks)**
- h) Which statistical technique will you advice the travellers to use to achieve the research objective. **(4 marks)**
- i) Propose a suitable title for the study. **(2 marks)**
- j) Formulate the null and alternate hypotheses for this study. **(4 marks)**
- k) Was your hypothesis directional or non-directional? Justify. **(2 marks)**
- l) Draw a conclusion for the study based on your null and alternate hypotheses? **(2 marks)**
- m) What basis did you draw the conclusion in (l) above? **(2 marks)**