

MIDTERM EXAMINATION (UTS)

Entrepreneur & Management Research

Question Paper for Students

Course	Entrepreneur & Management Research
Coverage	Meetings 1-6: research significance, problem identification, research questions, research paradigms, literature review, conceptual framework, research design, and sampling strategy.
Exam Format	Structured analytical case-based essay.
Suggested Duration	120 minutes.
Total Score	100 points.
Exam Policy	Limited open-note examination. Students may use their own lecture notes, but may not copy from classmates, use ready-made answers from the internet, or use generative AI during the examination unless explicitly permitted by the lecturer.

Student Identity

Name	
Student ID Number	
Class	
Signature	

A. Purpose of the Examination

This examination is not designed to assess memorization alone. Students are expected to demonstrate scientific reasoning by transforming a real managerial situation into a researchable academic problem. Strong answers should show conceptual accuracy, methodological consistency, ethical awareness, and clear academic writing.

- Distinguish managerial symptoms, practical business problems, and academic research problems.
- Formulate a research problem, research questions, and research objectives in a systematic way.
- Justify a suitable research paradigm based on the nature of the problem and the type of evidence required.
- Map relevant literature in order to identify a research gap and build a conceptual framework.
- Design an appropriate research strategy and sampling plan for an entrepreneurship and management research context.

B. General Instructions

- Read the case carefully before answering the questions.
- Use clear academic English. Avoid purely personal opinions that are not supported by research logic.
- Relate each answer explicitly to the concepts covered in Meetings 1-6.
- Use tables, simple diagrams, or structured arguments when they help clarify your answer.
- There is no single correct answer for all questions. However, every choice must be logically and methodologically justified.

- State your assumptions if you think the case does not provide sufficient information.

C. Midterm Case Study

Threads of Sumba: Cultural Authenticity and Digital Market Growth

Loka Tenun Prai Madeta is a community-based social enterprise in East Sumba that works with 42 women weavers. The enterprise sells woven cloth, scarves, and derivative products based on local motifs. For years, sales were conducted through a small store, local exhibitions, and orders from tourist networks. Since early 2025, however, the management team has actively used Instagram, TikTok, online marketplaces, and live selling to reach younger buyers.

During the last six months, several short videos showing natural dyeing processes and the cultural meanings of traditional motifs attracted substantial attention. One video reached more than 150,000 views. Instagram followers increased from 2,100 to 8,400, and marketplace sales rose from an average of 35 products to 72 products per month. Based on these figures, the management team concluded that “cultural content definitely increases sales.” However, internal discussions revealed other concerns: repeat purchases remained low, some potential buyers considered the price too expensive, and several buyers felt that information about size, material, and motif meaning was still insufficient.

An informal internal survey of 40 buyers showed the following preliminary pattern: 70% first became aware of the products through short videos; 67% liked the cultural stories behind the products; 58% were still unsure whether the products were authentically made by local weavers; 45% considered the products relatively expensive; 38% stated that product information was incomplete; and only 20% had made a repeat purchase. At the same time, some weavers felt that the digital strategy overemphasized “exotic stories” and did not sufficiently explain the working process or how economic value was shared with the weavers.

The management team wants to ask a student research team to conduct a study. Their initial request is: “We want to prove that TikTok increases the sales of Sumba woven products.” The supervising lecturer argues that this statement is too simple as a research problem. Students must help reformulate the issue into a more scientific, ethical, and relevant research design for entrepreneurship and management research.

Case Note: The data in this case are fictional for examination purposes, but they are constructed from the context of local entrepreneurship, digital marketing, cultural products, and social enterprise management. Students should treat the case as material for analysis, not as final empirical facts.

Preliminary Case Indicators

Preliminary Indicator	Case Evidence	Emerging Analytical Question
Digital reach increased	One video reached 150,000 views; Instagram followers increased from 2,100 to 8,400.	Is digital reach sufficient to explain purchasing decisions?
Sales increased but repeat purchase remained low	Monthly sales increased, but repeat purchase was only 20%.	Is the main issue awareness, trust, conversion, or retention?
Doubt about authenticity	58% of buyers were unsure about local production authenticity.	How does perceived authenticity influence trust and repeat purchase intention?
Product information was incomplete	38% of respondents mentioned insufficient information about size, material, and motif meaning.	Does product information quality influence trust and purchase decisions?

Preliminary Indicator	Case Evidence	Emerging Analytical Question
Tension between promotion and cultural ethics	Some weavers worried that cultural stories were presented in an overly exotic way.	How can research protect cultural sensitivity and fair representation?

D. Examination Questions

Instruction	Answer all questions. Total score: 100 points. Use the concepts from Meetings 1-6 explicitly in your answers.
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1. Diagnosing the Research Problem (15 points)

- Identify three managerial symptoms shown in the case.
- Distinguish between the practical business problem and the academic research problem.
- Formulate one stronger research problem than the management team's initial statement: "TikTok increases the sales of Sumba woven products."
- Explain why your research problem is important for entrepreneurship or management research.

2. Research Questions and Research Objectives (15 points)

- Write one academic problem statement in one coherent paragraph.
- Formulate three related and researchable research questions.
- Formulate two research objectives that are aligned with your research questions.
- Ensure that your formulations are not too broad, not normative, and answerable through data.

3. Research Paradigm and Research Reasoning (15 points)

- Choose the most suitable research paradigm: positivist, interpretivist, or pragmatic.
- Justify your choice based on the nature of the problem, the type of data required, and the purpose of the study.
- Explain what would count as "evidence" within the paradigm you choose.
- Explain one methodological risk if the researcher chooses a paradigm that does not fit the research problem.

4. Literature Review as Strategic Mapping (20 points)

- Identify at least five relevant literature keywords for this case.
- Develop a simple literature map showing relationships among key concepts such as digital storytelling, perceived authenticity, trust, purchase intention, repeat purchase, product information quality, or cultural entrepreneurship.
- Identify one reasonable research gap and explain why the gap matters.
- Write four main concepts and provide brief operational definitions that you would use in the study.

5. Conceptual Framework and Theoretical Argument (20 points)

- Build one conceptual framework that fits your research problem. The framework may be a quantitative variable model, a qualitative proposition model, or a mixed-methods model.
- Explain the direction of relationships among the concepts or variables in your framework.
- Formulate at least two hypotheses if you choose a quantitative approach, or two research propositions if you choose a qualitative or mixed-methods approach.
- Explain why your framework is stronger than simply testing the statement "TikTok increases sales."

6. Research Design and Sampling Strategy (15 points)

- a. Determine the type of research design you would use: quantitative, qualitative, or mixed-methods.
- b. Explain the most appropriate data collection technique, such as survey, interview, observation, document analysis, or a combination of techniques.
- c. Determine the population, unit of analysis, sampling frame, sampling technique, and criteria for respondents or informants.
- d. Explain two important research ethics considerations in this case, especially in relation to the weaving community and cultural representation.

E. Suggested Answer Format

- Use subheadings that correspond to each question number.
- Use tables to distinguish symptoms, practical business problems, academic research problems, and concepts.
- Use a simple diagram for the conceptual framework, for example A -> B -> C.
- Write concisely but analytically. Avoid one-sentence answers without justification.
- Suggested length: 4-7 handwritten pages, or 1,500-2,500 words if typed.

F. General Assessment Criteria

Assessment Aspect	Weight	Criteria for a Strong Answer
Conceptual accuracy	25%	Uses the concepts of research problem, research questions, paradigm, literature review, conceptual framework, research design, and sampling appropriately.
Depth of analysis	25%	Does not merely mention theory, but connects concepts with the case evidence.
Methodological consistency	25%	Shows alignment among the research problem, paradigm, framework, research design, and sampling strategy.
Academic clarity	15%	Presents a clear, structured, and argumentative answer in proper academic English.
Originality and research ethics	10%	Shows independent thinking, awareness of data limitations, and sensitivity to research ethics.

Good luck. Show that good research begins with disciplined, critical, ethical, and responsible reasoning.