

Course No: **TEC 3113**
Course Title: **Research
Methodology in IT (RM)**
Date: **Thursday 28/11/2016**
No. of Questions: (4)
Time: **1 Hour**

University of Palestine



Midterm Exam
1st Semester 2016/2017

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Student Name: _____

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Total Grade: (20) Marks

ANSWER ALL QUESTIONS

Question 1: What the following terms are: (5 Marks, 1 for each)

(a) Research Methodology

(b) Plagiarism

(c) Significance of the study

(d) Scope

(e) Literature Review

Question 2: Read the following paragraph then answer the questions. (4 Marks)

Previous IS research has concluded that cognitive familiarity has a direct influence on usage. Gefen (2000) examined that degrees of familiarity with a specific e-commerce vendor and its procedures will increase people's willingness to purchase products on that vendor's website. Psychologists have long observed that repeated exposure to a stimuli results in an increase in positive effect (Lee and Kwon, 2009).

Furthermore, higher level of affective familiarity leads to higher level of preference. Since such emotions influence for formation and maintaining human relationships, affective familiarity would seem to be a factor in long-term relationships. Based on these arguments, this study anticipates that affective familiarity with mobile services in HEIs has positive influences on their mobile services continuance intention. Meanwhile, familiarity with a mobile service is acquired through students' prior experiences with the services. In general, students find IT easier to use if they have more experience (Cavana, Sekaran, & Delahaye, 2001).

Furthermore, students having an understanding of how to use the mobile services as well as knowledge of the basic mobile technology usage (Alzaza, "2012"), they will need to expend less cognitive effort to utilize it. Hence, this study expects that familiarity with mobile services will have positive influences on perceived ease of use of the mobile services.

(1) Identify the academic writing mistakes. (3 Marks)

(2) Convert the paragraph from APA style (in-text citation) to be IEEE style. (2 Marks)

Question 3: Read the following paragraph then answer the questions. (5 Marks)

In last two decades, the world has become totally dependent on the technology in everything of the life. Mobile phones companies seek to meet the needs of the target audience improve their product quality. So they conduct studies and devise the latest services to make its product easier for their customers in addition to keep them with attracting new ones. Customers services are constitute important part of the services mobile and condition of widening competition in the market rival up to crowding. Furthermore, the product lifecycles continue to shorten as customer quality expectations continue to increase. In order to remain competitive, business must continuously improve product quality and performance. To do those methods it is needed to extract customer opinion on a product. This can be done using opinion mining.

(a) Markup the problem statement by underline. (1 Mark)

(b) Construct one research question. (1 Mark)

(c) Construct two research objective. (2 Marks)

(d) Identify scope of the study. (1 Mark)

Question 4: For the given abstract below: (5 Marks)

The future trend of mobile applications in education pays more attention to flexibility with high quality. Palestinian students have adequate knowledge and practice of mobile usage in their daily life. Furthermore, AL-Quds Open University (QOU) has the necessary infrastructure to implement mobile services in terms of wireless networks and applications. QOU needs to provide mobile flexible education services regardless of time and place. This study aims to evaluate the quality factors of mobile application among students in the QOU. A questionnaire was utilized as an instrument to measure the quality factors. 239 students were successfully participating from different ages and faculties. The results show that all of the participants are highly agreed on Information Quality, System Quality, and Service Quality. Regarding the services that available on QOU's mobile application, respondents expressed that Exams' Timetable is the highest rank previously used followed by GPA and Passed Credit Hours. The result indicates that students are very active with the mobile application of QOU. Results show that students highly appreciate quality factors of QOU's services accessed via university mobile applications. This study provides the quality factors that should pay attention by management, developers, and educators.

(i) Identify the following research terms and aspects:

1. Motivation for the study (1 mark):

2. Problem Statement (1 mark):

3. Main Objective (1 mark):

4. Scope (1 mark):

(ii) Underline Main Results (1 mark):

===== **BEST WISHES** =====