



**A STUDY OF CAREER OPPORTUNITY: ADVANCEMENT, AWARENESS AND
KNOWLEDGE IN TAKAFUL INDUSTRY**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the results of my independent work and investigation, except where otherwise stated.
- All verbatim extracts has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

A handwritten signature in black ink, appearing to be 'Noraini Binti Mohamad', written over a dotted line.

Date:

07/07/2014

ABSTRACT:

The demand of Takaful products is increase positively and showed how potential this industry is in future. Thus, this phenomenon leads toward greater job opportunities such as position as Takaful operator or broker. This study using a convenience sampling done on 288 respondents in two selected campuses of higher learning institution in Kota Bharu, Kelantan. Questionnaires were personally distributed to examine the relationship of motivation, profession image and religiosity towards advancement, awareness and knowledge of career opportunity n Takaful industry. The results reveal that there are positive relationships between those variables. Several test of analysis has been done such as T-Test, Mann-Whitney, Kruskal-Wallis, correlation of coefficient and multiple regressions.

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