

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN
ACT OF CHEATING**

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGES
BUSINESS RESEARCH METHODS; BA (H)-542
BS – VI**

Date: June 22, 2015

Max Marks: 60

Max Time: 3 hrs

INSTRUCTIONS:

- 1. Attempt ANY 04 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q.1 Write an 'Applied Research' proposal on a research problem of your choice.

Q.2 a) What are the characteristics of scientific research? Explain them very briefly.

Q.2 b) What are the limitations of the characteristics scientific research when we apply on business administration?

Q.3 a) What are the differences between primary and secondary data?

Q.3 b) What are the advantages and disadvantages of open-ended questionnaire?

Q.4 Define research and explain the difference between applied and basic research. Describe a situation where research will help you as manager to make a good decision.

Q.5 a) Explain are the different kinds of questions used in questionnaire for generating data.

Q.5 b) Explain the scaling tools used for converting 'qualitative data' into 'quantitative data'.

Q.6 a) What is a sample size? How can it be determined?

Q.6 b) What steps are essential in determining the sample size in a research project?

Q.7 Differentiate briefly any **Three** of the following:

a) Proposition and Hypothesis

b) Primary and Secondary Sources

c) Lab Experiment and Field Experiment

d) Inductive and Deductive Theory / Type

e) Basic and Applied Research

END OF SUBJECTIVE PAPER