

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
BUSINESS RESEARCH METHODS BA (H) – 542
BS – VI**

Date: July 18, 2016

Max Time: 1.5 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any Three 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.**

- Q1 Intellectual Research Firm has appointed you as a research associate. You are given a task to identify reasons for Nokia's declining sales.
- a) What are the sources of primary data available to you for this purpose?
 - b) What are the advantages of using primary data?
- Q2 a) Name all the types of non-probability sampling.
b) When would a researcher use snowball sample?
- Q3 Pepsi Co. wants to conduct a survey in Karachi about its newly introduced drink "Mountain Dew Pitch Black". Construct a close-ended questionnaire having five questions about customer satisfaction
- Q4 Briefly discuss the characteristics of valuable information.

END OF SUBJECTIVE PAPER