

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
*University of Karachi*  
**FINAL EXAMINATION, JANUARY - 2011: AFFILIATED COLLEGES**  
**BUSINESS RESEARCH METHODS: BA (H) – 542**  
**BS – VI**

Date: January 11, 2011

Maximum Time: 3 Hours

Instructions: Attempt ALL questions

Maximum Marks: 60

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Q1. Describe the procedure for hypothesis testing. Support your answer by giving an example using Z-test with a free hand sketch.

Q.2

- a) Briefly define the stages in selection of a sample.
- b) Suppose a researcher believes a simple random sample will show that 60 percent of the respondents recognize the mission and vision of the corporation. The researcher wishes to estimate with 95 percent confidence ( $Z_{c.l.} = 1.96$ ) that the allowance for sampling error is not greater than 3.5 percentage points. Calculate the sample size.

Q.3. State and define the considerations made, in preparing questionnaire, to prevent common mistakes

Q.4. You are invited by a car manufacturing company to develop a proposal to ascertain market position of its product. Prepare a **BRIEF** proposal considering the sequence and sections required for it. Make appropriate assumptions in preparing the required document.

Q.5. Define Focus Group Interview. What are its advantages? What preparations are made before holding a Focus Group Interview?

OR

Define Projective Technique and its types for carrying out Pilot studies.

Q.6. What are the advantages and disadvantages of secondary data? Identify and define the general sources of secondary data.

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**FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES**  
**BUSINESS RESEARCH METHOD: BA (H) – 542**  
**BS – VI**

Date: July 3, 2010

Instruction: Attempt any FIVE questions

Max Time: 3 Hrs

Max Marks: 60

Q1 Why is probability sampling considered more efficient than non-probability sampling?  
Give reasons. What steps would you follow in multi-step sampling for the entire country?

Q2 What are the distinguishing features of exploratory, descriptive and causal research?  
Also, differentiate between cluster and stratified sampling.

Q3 Describe the importance of a focus group interview. What advantages accrue out of this technique and what role does the moderator play to make these interviews objective?

Q4 What are the different types of errors that can be committed in survey research? How can they be avoided or minimized.

Q5 What factors would you look to while planning a questionnaire? Prepare a questionnaire on Tapal Tea to measure its market share. Limit questionnaire length to 15 questions only.

Q6 Explain the following:

- a. Ordinal
- b. Nominal
- c. Interval & Ratio scale