

**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 COLLEGE  
INTRODUCTION TO RESEARCH METHODS; BA (M)-651 (PART B)  
MBA-III**

**Date: June 26, 2015**

**Max Time: 2 Hrs**

**Max Marks: 45**

**INSTRUCTIONS:**

- 1. Attempt 4 questions where Q6 is compulsory. 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. Explain the differences between marketing intelligence, business research, and internal data (internal databases/and or records). [10 Marks]
- Q2. Identify and describe the four steps in the marketing research process. [10 Marks]
- Q3. Describe exploratory, descriptive, and causal research. Point out the differences between the three forms of research. [10 Marks]
- Q4. Discuss customer relationship management within the context of information acquisition and business research. [10 Marks]
- Q5. Compare the advantages and disadvantages of the various methods for collecting survey information. [10 Marks]
- Q6. Write Short Notes on the following: [15 Marks]
1. Operational Definition
  2. Impact Factor
  3. Ratio/Interval scale.

**END OF SUBJECTIVE PAPER**