

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES  
INTRODUCTION TO RESEARCH METHODS BA (M) – 651  
MBA – III**

**Date: July 22, 2016**

**Max Time: 1.5 Hrs  
Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 3 questions, all carry equal marks.**
- 2. Do not write anything on the question paper.**
- 3. Mobile Phone(s) 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 a) Briefly define the advantages and disadvantages of the five types of probability sampling.  
b) Briefly define the potential sources of experimental errors.
- Q2 Briefly mention the sources of data collection available for a researcher to conduct research.
- Q3 Give an example of each of the following sampling techniques:  
a) Snowball  
b) Self-selection  
c) Stratified random  
d) Purposive  
e) Convenience
- Q4 Wall's wants to undergo a research project to introduce a new ice-cream flavor in the market in September 2016. Briefly discuss the steps required to conduct the research process.

**END OF SUBJECTIVE PAPER**