

**KARACHI UNIVERSITY BUSINESS SCHOOL**  
*University of Karachi*  
**FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES**  
**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

Date: 29-06- 2010

Max Time: 3 Hrs

Instructions: Attempt any 5 questions

Max Marks: 60

1. Why is the business research necessary for any organization to maintain its market position? What do you mean by the term informed decision?
2. Research can be carried out in different ways. Why is descriptive research has the greatest importance in arriving at proper business decisions?
3. Research proposal provides details about research on a given assignment. Make a research proposal for Shan Masala to test the acceptability of its various product variants.
4. A questionnaire must have accuracy along with relevance. Explain this by making a questionnaire for Olpers to test its usage by present and potential consumers. Limit question length to 15-20 questions.
5. Survey research can have a number of errors and biases. Elaborate them in detail.
6. Multistage area sampling requires a number of considerations to be kept in view. How will you arrive at nation wide sample of 800 for a consumer product like Capri Soap or Walls Ice cream?

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**FINAL EXAMINATION, JANUARY 2010: AFFILIATED COLLEGES**  
**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

Date: January 14, 2010

Max Time: 3 Hrs

Max Marks: 60

**Instructions:** Q. No.1 is compulsory attempt any FOUR other questions.

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**Q.NO.1** State TRUE or FALSE.

1. Managers could be completely certain about decision situations they face.
  - a) True
  - b) False
  - c) Non-clear
  - d) Don't Know
2. The right answer to the wrong question may be accepted.
  - a) Agree
  - b) Disagree
  - c) Don't know
  - d) In certain situations
3. A variable is defined as anything that keeps changing its values.
  - a) True
  - b) False
  - c) Hypothesis
  - d) Don't know
4. A hypothesis is an unproven proposition.
  - a) True
  - b) Untrue
  - c) Can not be explained
  - d) Don't know
5. In some instances the business and research problem are not the same.
  - a) Correct
  - b) Incorrect
  - c) Both are different
  - d) Not clear
6. The number of research objectives should be limited a maximum of
  - a) 3 to 5
  - b) 5 to 8
  - c) Cannot be limited
  - d) Can't say
7. The research proposal is a written statement of the research problem.
  - a) Correct
  - b) Incorrect
  - c) Partially
  - d) Can't say
8. A concept is a generalized idea about objects or things.
  - a) Cannot be generalized
  - b) Is a construct
  - c) Both a & b
  - d) Correct

**Q.No.2.** Differentiate between exploratory, descriptive and causal research. Define the situations in which each of these will be used.

**Q.No.3.** Probability sampling is considered more efficient than non probability sampling give reasons. What steps would you follow in multi stage sampling for the entire country?

**Q.No.4.** Why does the research proposal need to be provided in written form? State the basic components of a research proposal assuming the proposal needs to be prepared for Olpers market share.

**Q.No.5.** What is the basic purpose of conducting business research? How does it helps management in making informed decisions and what the functional areas when research could be carried.

**Q.No.6.** Write short notes on:

- 1) Hypothesis
- 2) Concept
- 3) Pre test of Questionnaire
- 4) Judgment Sampling
- 5) Deductive Reasoning

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**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

**Date: January 24, 2009**  
**Max Marks: 60**

**Time Allowed: 3 Hrs**

**Instructions: Attempt any five questions.**

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- Q.No.1.** What are the different types of errors that can be committed in survey research? How can these errors be minimized or avoided?
- Q.No.2.** What are the distinguishing characteristics of exploratory, descriptive and causal research? Define the situations where each of these is applicable.
- Q.No.3.** 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?
- Q.No.4.** Differentiate between cluster and stratified sampling. Elaborate the situations in which these methods are useful.
- Q.No.5.** Explain the following terms:
1. Information
  2. Knowledge
  3. Concept
  4. Hypothesis
  5. Deductive Reasoning
- Q.No.6.** Explain the following terminologies also highlight their distinguishing feature.
1. Ordinal
  2. Nominal
  3. Interval and Ratio Scales

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**FINAL EXAMINATION 2009**  
**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

**Date: July 02, 2009**  
**Max Marks: 60**

**Time Allowed: 3 Hrs**

**Instructions: Attempt any five questions. All questions carry equal marks.**

- Q.No.1.** Describe the different types of measurement scales and their statistical application.
- Q.No.2.** Define the various components of attitude and elaborate upon any five most commonly used attitude rating scales.
- Q.No.3.** 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.
- Q.No.4.** Describe the difference between probability and non probability sampling procedures. What different types of non probability sampling procedures can be used?
- Q.No.5.** What do you mean by an informed decision? What roles does business research perform in achieving this objective?
- Q.No.6.** Write notes on:
- 1) Validity
  - 2) Reliability
  - 3) Sampling Frame
  - 4) Ambiguous Questions
  - 5) Pre Test of Questionnaires.

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**FINAL EXAMINATION 2009**  
**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

**Date: January 05, 2009**  
**Max Marks: 60**

**Time Allowed: 3 Hrs**

**INSTRUCTIONS**

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Attempt any five questions.

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- Q.No.1.** Discuss various survey research methods along with their advantages and disadvantages.
- Q.No.2.** Describe in detail the nominal, ordinal, interval and ratio scales. Briefly distinguish between validity and reliability.
- Q.No.3.** Describe the necessity of conducting business research. How does it help management arrive at meaningful decisions?
- Q.No.4.** Explain the following terms:
1. Information
  2. Knowledge
  3. Concept
  4. Hypothesis
  5. Deductive Reasoning
- Q.No.5.** What do you understand by questionnaire relevancy and accuracy? What are the types of questions which might lead to wrong answers and as such should be avoided?
- Q.No.6.** Differentiate between probability and non probability samples. What different types of probability samples might be used in different situations?
- Q.No.7.** What role does secondary data play in conducting business research? Describe its advantages and disadvantages.

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**FINAL EXAMINATION 2009**  
**INTRODUCTION TO RESEARCH METHODS: BA (M) – 651**  
**MBA – III**

**Date: January 05, 2009**  
**Max Marks: 60**

**Time Allowed: 3 Hrs**

**INSTRUCTIONS**

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Attempt any five questions.

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- Q.No.1. How you will prepare a research proposal. What details will it contain?
- Q.No.2. Describe various categories of exploratory research. Why are focus groups important in exploratory research?
- Q.No.3. What errors can be committed in survey research? How can they be removed?
- Q.No.4. Differentiate between cluster, stratified and area sampling. In what situations are these methods of sampling used?
- Q.No.5. What is the importance of questionnaire? Describe its contents in detail and also the decisions required in designing a questionnaire.
- Q.No.6. Describe in detail the nominal, ordinal, interval and ratio scales. Briefly distinguish between validity and reliability.
- Q.No.7. Elaborate the various types of attitudes rating scales giving examples where the different varieties will be used.