

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

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

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

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

**Date: January 14, 2017**

**Max Time: 2 Hrs**

**Max Marks: 40**

**INSTRUCTIONS**

- 1. Attempt any 4 Questions. Do not write anything on the question paper EXCEPT Initials Mentioned Above.**
- 2. 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 What are the steps involved in research design process? Discuss in detail.

Q2 Briefly define the potential sources of experimental errors.

Q3 Discuss briefly the potential errors affecting research design. Give examples.

Q4 a) Mention the hallmarks of scientific research and identify the limitations of these characteristics when applied in Business Management.

b) What the problem of measurements / correlations in social sciences.

Q5 a) What is a hypothesis?

b) Describe the role of hypothesis in business research.

Q6 a) What is an expert system? Discuss its core components and how these components helps market researcher to evaluate his/her marketing strategies. Support your answer with some logical arguments and real world example.

b) Discuss the pros and cons of focus group interview.

Q7 Discuss any 4 of the following

(i) Commercial Survey

(ii) Open-Ended Questions

(iii) Dichotomous Questions

(iv) A Periodic Survey

(v) A Panel Survey

**END OF SUBJECTIVE PAPER**