

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

Seat No: \_\_\_\_\_ Student's Name: \_\_\_\_\_

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

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION DECEMBER 2017; AFFILIATED COLLEGES  
BUSINESS RESEARCH METHODS; BA (H)–542  
BBA – VI**

**Date: January 11, 2018**

**Max Time: 100 Mins**

**Max Marks: 40**

**INSTRUCTIONS:**

- 1. Attempt any 4 questions. Do not write anything on the question paper. EXCEPT the initials mentioned above.**
- 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.**

Q2 Define research and briefly explain the business research processes.

Q3 Why it is necessary to develop research proposal and also explain the types of research proposal?

Q4 What do you mean about attitude measurement and briefly explain the techniques for measuring attitudes?

Q5 Define observation and briefly explain different observational method.

Q6 Write short notes on any two of the following:

- a) Sample Size
- b) Experimental Design
- c) Problem Statement

**END OF SUBJECTIVE PAPER**