

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(BS)-641
BBA – VII

Revised Date: January 17, 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.**

- Q1 a) What is a sample size? How can it be determined?
b) What steps are essential in determining the sample size in a research project?
- Q2 a) What are the differences between primary and secondary data?
b) What are the advantages and disadvantages of open-ended questionnaire?
- Q3 a) What are the characteristics of scientific research? Explain them very briefly.
b) What are the limitations of the characteristics scientific research when we apply on business administration?
- Q4 Write an 'Applied Research' proposal on a research problem of your choice.
- Q5 Differentiate briefly any Two of the following:
a) Proposition and Hypothesis
b) Lab Experiment and Field Experiment
c) Inductive and Deductive Theory / Type

END OF SUBJECTIVE PAPER