

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2017; AFFILIATED COLLEGES
INTRODUCTION TO RESEARCH METHODS; BA (M)-651
MBA – III**

Date: July 14, 2017

Max Time: 100 Mins

Max Marks: 40

INSTRUCTION:

- 1. Attempt any 4 questions. Do not write anything on the question paper, EXCEPT the initials mentioned above.**
- 2. Mobile phone or any 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 In what ways systematic research helps in business decision making? Explain your answer with an example.

Q2 Select any topic of your interest and make a stepwise flowchart/process of the activities necessary to conduct a research study.

Q3 What is probability and non-probability sampling?

Q4 a) Define deductive and inductive approach in research with example.

b) What are the difference between theoretical framework and conceptual framework? Explain briefly.

Q5 Write short notes on **any two** of the following:

- 1) Measurement Scales
- 2) Exploratory Research
- 3) Research Design Process
- 4) Reliability and Validity

END OF SUBJECTIVE PAPER