



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Research Methods in Business
Course Code: COMM-305 Part-I (Compulsory)

MAX. TIME: 15 Min.
MAX. MARKS: 10

.....
Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. The quantitative research is best described by-----
 - a. The collection of nonnumerical data
 - b. An attempt to confirm the researcher's hypotheses
 - c. Research that is exploratory
 - d. Research that attempts to generate a new theory
2. A literature review requires
 - a. Planning
 - b. Good & clear writing
 - c. A lot of rewriting
 - d. All of the above
3. Conducting surveys is the most common method of generating.....
 - a. Primary data
 - b. Secondary data
 - c. Qualitative data
 - d. None of the above
4. Exploratory research addresses one of the following types of question.
 - a. If
 - b. How
 - c. Why
 - d. What
5. The interview in which questions are already prepared is called
 - a. Telephonic interview
 - b. Personal interview
 - c. Unstructured interview
 - d. Structured interview
6. A developmental research design that examines age differences at only one point in time is called the method.
 - a. Cross-sectional
 - b. Longitudinal
 - c. Single-case
 - d. Sequential
7. The the study is always adopted where only a little knowledge or information about a problem is available.
 - a. Exploratory
 - b. Descriptive
 - c. Causal
 - d. Experimental
8. A hypothesis is a about the predicted relationship among events or variables.
 - a. Statement
 - b. Conclusion
 - c. Orientation
 - d. Study
9. Which one of the following is NOT a measure of central tendency?
 - a. Mean
 - b. Median
 - c. Mode
 - d. Range
10. A variable that is presumed to cause a change in another variable is called as
 - a. Categorical variable
 - b. Dependent variable
 - c. Independent variable
 - d. Intervening variable



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PAPER: Research Methods in Business

Course Code: COMM-305 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q2. Give short answers to the following questions. Be brief in providing answers. (10×2=20)

1. Distinguish between directional and nondirectional hypothesis?
2. What do you mean by primary data?
3. Why is basic research conducted?
4. What is meant by cluster sampling?
5. What is a research design?
6. What is an operational definition?
7. What is a literature review?
8. What is moderating variable?
9. Give an example of data analysis software?
10. What do you mean by a research problem?

LONG QUESTIONS

- Q3. What do you mean by Observation? What are the different types of observation? (10)**
- Q4. What is Theoretical Framework? What are the components of a theoretical framework? (10)**
- Q5. What are Secondary Data? Discuss the sources of secondary data? (10)**