



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fifth Semester – Spring 2022

Paper: Research Methods in Business

Course Code: COMM-305

Roll No.

Time: 3 Hrs.

Marks: 60

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions:

(6x5=30)

1. Broad vs narrow problem
2. Directional vs non-directional hypothesis (with example)
3. Quota and judgmental sampling
4. Nominal and ordinal scales
5. Primary vs secondary data
6. Positivism and constructionism

Q.2. Answer the following questions.

(3x10=30)

1. Briefly explain research process
2. What is theoretical framework and which types of hypotheses are formed after that?
3. What is sampling and which major sampling techniques are available to a researcher?