**UNIVERSITY OF THE PUNJAB** 

B.S. 4 Years Program / Fifth Semester – Spring 2023

Roll No. ..... Time: 3 Hrs. Marks: 60

## Paper: Research Methods in Business Course Code: COMM-305

## THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

- Q.1. Answer the following short questions: (6x5=30)
- A. Researcher interference
- B. Types of research questions
- C. Dependent variable
- D. Time horizons
- E. Unstructured interview
- F. Convenience sampling and its limitations

Answer the following questions. (3x10=30)

Q.2: What are the major elements of research design? Explain any three elements with

examples

- Q.3: What is theoretical framework and what are its major components?
- Q.4: How can a researcher find solution of a problem using research process?