

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Business Administration)**

**BUSINESS RESEARCH METHODS (5529)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

This packet comprises the following material:

1. Text Book;
2. Course Outline;
3. Assignment No. 1 and 2;
4. Assignment Forms (2 sets);

In this packet, if you find anything missing out of the above-mentioned material, please contact at the address given below:

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**(Department of Business Administration)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course:** Business Research Methods (5529)

**Semester:** Autumn 2013

**Level:** MBA

**Total Marks:** 100

**Pass Marks:** 40

**ASSIGNMENT No. 1**

- Q. 1 Research performs distinct function to assist manager to enhance decisions making process in the course of effectively gathering information. Elaborate this statement. (20)
- Q. 2 Being a researcher in manufacturing organization, how can you search the opportunities and monitor the threats of your product. (20)
- Q. 3 Develop a correlation between concept, hypothesis and theory. Discuss the significant features and classifications of developing theory? (20)
- Q. 4 Discuss in detail the research data procedure. Elaborate the nature and types of primary and secondary data sources. (20)
- Q. 5 Analyze logically data acquiring legitimacy relating to internal and external analysis? What special problems do open-ended questions have and how can these be reduced? In what situations the open-end question is most useful? (20)

**ASSIGNMENT No. 2**

**Total Marks:** 100

**Pass Marks:** 40

This assignment is required to be presented after completion of classes expected to be held at the end of semester prior to your final examination at your allocated study centre. During the workshop presentation, you can bring supporting material like transparencies and visual aids. Your attendance and presentation of this assignment is compulsory without which you will fail in course, although you might be allowed to appear in the final examination, but required to pass the presentation in any case.

You are also advised to prepare two copies of this paper. Submit one copy to your teacher and use second copy for presentation in the class. Placed below are topics of which you should select only one for writing a paper consisting of 30 typed pages. You are also required to prepare a report typed pages and present it with the help of transparencies/data show, for effective presentation. You are required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit): The report should include:-

- i. Introduction to the topic
- ii. Important sub-topics
- iii. Practical study of the organization with respect to the topic
- iv. Review of theoretical and practical situations
- v. Merits, demerits, deficiencies or strengths of the organization with respect to topic under study
- vi. Conclusions and recommendations
- vii. Annex, if any

You may use transparencies, charts or any other material for effective presentation. You are required to select topic according to the last digit of your roll number. Theoretically analysis the topic and later apply those concepts on a business and commercial organization.

### **Topics**

1. Development of scientific methods and conceptualization in business administration
2. The business research process and its implication in business
3. the process of designing a research project for business
4. The data processing and analysis methods in business
5. The methods of collecting primary data for research in business
6. The basics of exploratory research and its effects on business research
7. The significance of statistical tools in business report
8. The development of measurement tools in business report
9. Survey instruments and field procedures
10. The fundamentals of business research report.

# **BUSINESS RESEARCH COURSE OUTLINE (MBA-5529)**

## **UNIT 1: INTRODUCTION**

- 1.1 Research
  - a) Defining Research
  - b) Need and Importance of Research
- 1.2 Research in Business
  - a) Research and Decision Making
  - b) Classification of Research
  - c) Research Objectives
  - d) Research in Functional Areas of business
  - e) The Manager Research Relationship
  - f) Why Study Research?
  - g) State of Scientific Development
- 1.3 Scientific Thinking
  - Nature of Science
  - Scientific Versus Unscientific Methods
  - Foundation of Scientific Method
    - a) Concepts
    - b) Definitions
    - c) Hypothesis
    - d) Theory
  - The inference process
    - a) Sources of Belief
    - b) Argument Analysis
    - c) Deduction
    - d) Induction
    - e) Induction - Deduction Sequence

## **UNIT 2: RESEARCH DESIGN**

- 2.1 The Research Process
  - 2.1.1 Step of Research Process
    - a) Exploration
    - b) Data Collection
    - c) Analysis and Interpretation
  - 2.1.2 The Origin of a Research Need
  - 2.1.3 The General Decision Process
    - a) Decision Components
    - b) Need for Research Assistance
  - 2.1.4 The value of Research Information
    - a) The Problems of Information Valuation
    - b) Ex-post Facto Evaluation
    - c) Decision Theory Approach
  - 2.1.5 The Delineation of the Research Task
    - a) Problems of Client Relations
    - b) Research Question Development
- 2.2 Research Design
  - 2.2.1 What is Research Design?
  - 2.2.2 Classification of Designs
    - a) Degree of Problem Crystallization
    - b) The Topical Scope
    - c) The Research Environment

- d) The Time Dimension
- e) The Communication Modes
- f) Researcher Control of Variables
- g) Nature of Relationships among Variables
- 2.2.3 Exploratory Research
  - a) Methods of Exploration
  - b) Experience Survey
  - c) The End of Exploration
  - d) Descriptive Studies
- 2.2.4 Causal Inference
  - a) Inductive Logic
  - b) Linkage Relationship
  - c) Positional Relationships
  - d) Testing Casual Hypothesis.
  - e) Casual Inference and Experimental Design
  - f) Casual Inference and Ex-post Facto Design

### **UNIT 3: SAMPLING DESIGN**

- 3.1 The Nature of Sampling
  - 3.1.1 Why Sample?
  - 3.1.2 What is Good Sample?
  - 3.1.3 Types of Sample Design
  - 3.1.4 Advantages of Sampling
  - 3.1.5 Limitation of Sampling
- 3.2 Probability Sampling
  - 3.2.1 Sampling Procedure
  - 3.2.2 Steps in Sampling Design
  - 3.2.3 Sampling Concepts
  - 3.2.4 Sample Size Decision
  - 3.2.5 Sampling of Attributes
- 3.3 Complex Probability Sampling
  - 3.3.1 Systematic Sampling
  - 3.3.2 Stratified Sampling
  - 3.3.3 Cluster Sampling
  - 3.3.4 E use of Non-Probability Sampling
  - 3.4.1 Conditions of use
  - 3.4.2 Sampling Method

### **UNIT 4: MEASUREMENT AND SCALING**

- 4.1 Measurement
  - 4.1.1 The Nature of Measurement
    - a) What is Measurement?
    - b) Measurement Defined
  - 4.1.2 Measurement Scales
    - a) Nominal Scales
    - b) Ordinal Scales
    - c) Interval Scales
    - d) Ratio Scales
  - 4.1.3 The Characteristics of Sound Measurement
    - a) Validity
    - b) Reliability
    - c) Practicability
  - 4.1.4 The Development of Measurement Tools

- 4.2     Scaling
  - 4.2.1   The Nature of Scaling
    - a)     Scaling Defined
    - b)     Scale Classification
  - 4.2.2   Response Methods
    - a)     Rating Scales
    - b)     Attitude Scales
  - 4.2.3   Scale Construction Techniques
    - a)     Arbitrary Scales
    - b)     Consensus Scaling
    - c)     Item Analysis
    - d)     Cumulative Scales
    - e)     Factor Scales

**UNIT 5: USE OF SECONDARY DATA**

- 5.1     The Nature of Secondary Data Sources
- 5.2     The use of Secondary Data
- 5.3     Types of Secondary Data Sources
- 5.4     Statistical Sources
- 5.5     Data Search Procedures
  - 5.5.1   Use of Library
    - a)     Card Catalogue
    - b)     Index and Bibliographies
      - Periodical Indexes
      - Bibliographies
      - National & Trade Bibliographies
      - Subject Bibliographies
      - Library Catalogues
    - c)     Reference Books
      - Dictionaries and Encyclopaedia
      - Directories
      - Bibliographical Dictionaries
  - 5.5.2   Evaluating Secondary Data
    - a)     Data Pertinence
    - b)     Data Quality

**UNIT 6: DATA COLLECTION-I**

**SURVEY INSTRUMENTS AND FIELD PROCEDURES**

- 6.1     Survey Instrument Design
  - 6.1.1   The Survey Situation
    - a)     The Need to Survey
    - b)     Communication Holds
      - i)     Personal Mode
      - ii)    Impersonal Mode
      - iii)   Mixed Mode
    - c)     Process Structure
      - i)     Questioning Structure
      - ii)    Response Structure
    - d)     Objective Disguise
  - 6.1.2   The Instrument Development Process
    - a)     Question Hierarchy
    - b)     Schedule Design Process
      - Information need Determination
      - Data Gathering Process Decisions

- Instrument Drafting
- Instrument Testing
- Specification of Procedures
- 6.1.3 Question Construction
  - a) Question Context
  - b) Question Wording
  - c) Response Structure
    - i) Two way Questions
    - ii) Multiple Choice Questions
  - d) Question Sequence
- 6.1.4 Reason Analysis
- 6.2 Field Procedures
  - 6.2.1 Personal Interviewing
    - a) The Value of Personal Interviewing
    - b) Requirement for Interview Success
    - c) Interviewing Technique
      - Increasing Respondents Receptiveness
      - The Introduction
    - d) Personal Interview Problems
      - Non-response Error
      - Response Error
    - e) Interviewer Selection and Training
  - 6.2.2 Telephone Interviewing
  - 6.2.3 Interviewing by Mail
    - a) Evaluation of Mail Surveys
      - i) Advantages and Disadvantages
    - b) Mail Survey Procedures
    - c) Improving the Returns from a Mail Survey
- 6.3 Observation
  - 6.3.1 Strength
  - 6.3.2 Weaknesses

**UNIT 7: DATA COLLECTION-II  
OBSERVATION, EXPERIMENTATION AND SIMMULATION**

- 7.1 Experimentation and Simulation
  - 7.1.1 The Nature of experimentation
    - a) Validity and Experimentation
      - 1) Internal Validity
      - 2) External Validity
  - 7.1.2 Experimental Research design
    - 1) Pre-experimental Designs
    - 2) True experimental Designs
    - 3) Quasi-Experiments
  - 7.1.3 Simulation
    - a) What is Simulation?
    - b) Business Application of Simulation
- 7.2 Observation
  - 7.2.1 The Use of Observation
    - a) Non-behaviour Observation
    - b) Behaviour Observation
  - 7.2.2 The Observer Subject Relationship
    - a) Directness of Observation
    - b) Observer Concealment

- 7.2.3 Observation Design
  - a) The Content of Observation
  - b) Rewarding Observation
  - c) Increasing the Reliability of Observation
  - d) The Relation of Observe and Observed

#### **UNIT 8: DATA ANALYSIS**

- 8.1 Elements of Analysis
  - 8.1.1 Data Preparation
    - a) Editing
    - b) Coding
  - 8.1.2 Special Data Problem
    - a) Don't Know Responses
    - b) The Use of Percentages
  - 8.1.3 Tabulation
    - a) Hand Tabulation
    - b) Computer Tabulation
  - 8.1.4 Data Presentation  
Data Reduction
  - 8.1.5 Data Analysis
    - a) Descriptive Analysis
    - b) Casual Analysis
    - c) Computerized Analysis
    - d) Cross Tabulation
    - e) Asymmetrical Relationships

#### **UNIT 9: REPORT WRITING**

- 9.1 The Research Proposal
- 9.2 The Research Report
  - 9.2.1 Reports Types
  - 9.2.2 Short Reports
  - 9.2.3 Long Reports
  - 9.2.4 Technical Reports
  - 9.2.5 Popular Reports
  - 9.2.6 Other Reports
- 9.3 Research Report Format
  - 9.3.1 Logical
  - 9.3.2 Psychological
  - 9.3.3 Chronological
  - 9.3.4 Report Format Details
  - 9.3.5 Popular Report Format
  - 9.3.6 Other Format
- 9.4 Writing the Report
  - 9.4.1 Pre-writing Consideration
  - 9.4.2 Briefing

#### **RECOMMENDED BOOKS:**

1. Business Research Methods (revised edition) by Emory.
2. Research Methodology for Business & Social Problems by Dr. Matin A. Khan.
3. Methods in Social Research by Goode & Hatt.

