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

Course: Research Methods (3412)   **Semester: Spring 2014**
Level: BCS (CS)

CHECK LIST

This packet comprises the following material:

1)   Text book
2)   Assignment No. 1 & 2
3)   Course Outlines
4)   Assignments Forms (2 sets)
5)   Schedule for submitting the assignments

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

ASSIGNMENT No. 1
(Unit 1–4)

Course: Research Methods (3412)   Semester: Spring 2014
Level: BCS   Total Marks: 100
     Pass Marks: 50

Instructions: You must answer the questions in your own words. Copying from books is not permissible.

Q. 1 (a)   Discuss the characteristics of good research.   **(10)**
   (b)   Why is research important in business?   **(10)**

Q. 2 What are different research methods? Give the difference among exploratory research, analytical research and descriptive research?   **(20)**

Q. 3 What are some of the important reasons a research project will fail to make an adequate contribution to the solution of management problems?   **(20)**

Q. 4 Discuss the different types of research proposal and how we can structure the research proposals?   **(20)**

Q. 5 Explain the realities of research? Also discuss the focused marketing research in detail?   **(20)**

ASSIGNMENT No. 2   Total Marks: 100
(Unit 5–8)   Pass Marks: 50

Q. 1 What is an ordinal scale? What statistical techniques can be used in the ordinal scale?   **(20)**

Q. 2 Under what kind of conditions would you recommend (a) A probability sample (b) A non-probability sample?   **(20)**

Q. 3 What is meant by "Focus on the audience" when writing a research report?   **(20)**

Q. 4 Discuss the characteristics of good report and reporting techniques.   **(20)**

Q. 5 What are the four major sources of measurement error? Illustrate by example how each of these might affect measurement results in a face-to-face interview situation.

(20)

3412 Research Methods   Credit Hours: 3(3+0)

Recommended Book:
Business Research Method, 5th Edition by Donald R. Copper, C. William Emory

Course Outlines:
Unit-l: Research Development
Introduction, Initiation of Research, Research in Business, Definition and Characteristics of Good Research, Scientific Basis of Research, Research Process

Unit-2: Methods of Research
Introduction, Vision of Research, Styles of Thinking, The Thought Process: Reasoning The Scientific Attitude, Understanding Theory: Components and Connections

Unit-3: Marketing Research
Realities of Research, Research Types (Experimental, Observational, Survey) Problem Formulation, Design Considerations, Investigation Preparation Focused Marketing Research (Product, Advertising and Behavioral etc)

Unit-4: Research Problem
Problem Identification, Research Problem and Proposals, Purpose of Problems, Research Benefits, Type of Research Proposals, Structuring the Research Proposals

Unit-5: Hypothesis Design
Research Design, Exploratory/Qualitative Research, Conclusive/Quantitative Research, Sampling Techniques, The Nature of Measurement, Measurement Scales, The Development of Measurement Tools

Unit-6: Research Proposal and Outline
Case study on Research Proposal Development on selected topics

Unit-7: Related Literature Review and Data Collection Process
Survey Methods, Characteristics of Surveys, Personal Interviewing and Interviewing Techniques, Survey Instruments, Question Construction, Sources of Existing Questions

Unit-8: Data Interpreting
Hypothesis Testing, Tests of Significance, Analysis and Interpretation of data, Editing, Coding, Data Entry

Unit-9: Reports
The Written Research Proposal, Research Report Components, Writing The Report, Characteristics of Good Report, Reporting Techniques

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