

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

BUSINESS RESEARCH METHODS (5034/8510)

CHECKLIST

SEMESTER: Spring, 2024

This packet comprises the following material:

1. Text Book (one)
2. Course Outline
3. Assignment No. 1, 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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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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Business Research Methods (5034/8510)
Level: B.S (A&F)

Semester: Spring, 2024

Please read the following instructions for writing your assignments.
(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Handwritten scanned assignments are not acceptable.
5. Upload your typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No. 1

- Q. 1 Research perform distinct functions to assist managers in enhancing decision-making processes during effectively gathering information. Elaborate this statement. **(20)**
- Q. 2 Being a researcher in a manufacturing organization, how can you search the opportunities and monitor the threats to 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 Analyse 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-ended questions are most useful? (20)

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the topic allotted to you to be submitted to your teacher for evaluation.

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 P-3427180 then you will select topic # 0 (the last digit):-

Topics

1. Development of scientific methods and conceptions in business administration
2. The business research process and its implication in business
3. The process of designing 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 basic 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

The report should follow the following format:

- 1) Title page
- 2) Acknowledgements
- 3) An abstract (one-page summary of the paper)
- 4) Table of contents
- 5) Introduction to the topic (brief history & significance of topic assigned)
- 6) Practical study of the organization (for the topic)
- 7) Data collection methods
- 8) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 9) Conclusion (one-page brief covering important aspects of your report)
- 10) Recommendations (specific recommendations relevant to the topic assigned)
- 11) References (as per APA format)
- 12) Annexes (if any)

GUIDELINES FOR ASSIGNMENT # 2:

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

WORKSHOPS

The workshop presentations provide you the opportunity to express your communication skills, knowledge & understanding of concepts learned during the practical study assigned in assignment # 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

- 1) Title page
- 2) An abstract (one-page summary of the paper)
- 3) Introduction to the topic (brief history & significance of topic assigned)
- 4) Practical study of the organization (for the topic)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 7) Conclusion (one-page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to the topic assigned)

GUIDELINES FOR WORKSHOP PRESENTATION:

- Make eye contact and react to the audience. Don't read from the transparencies or the report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practised several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

WEIGHTAGE OF THEORY & PRACTICAL ASPECTS IN ASSIGNMENT # 2 & WORKSHOP PRESENTATIONS

Assignment # 2 & workshop presentations are evaluated based on theory & its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%

