

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

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE 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 (5036/8510)      Semester: Spring, 2024**  
**Level: BS (A&F)**

**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. Hand written scanned assignments are not acceptable.
5. Upload you 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 hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

**ASSIGNMENT No. 1**

**Total Marks: 100**

**Pass Marks: 50**

1. Examine how a business manager can integrate pure research into the research and development processes of an organization. Discuss with examples, focusing on the business environment in Pakistan. **(20)**
2. Offer a thorough explanation of the various steps encompassing the business research process, illustrated with examples. Explore strategies to optimize the research process for increased effectiveness in meeting organizational competitive needs. **(20)**
3. Evaluate and discuss an array of methods used in exploratory research, providing examples. Express your perspective on the superiority of one method over others, supporting your view with arguments. **(20)**

4. Define the concept of sampling in the context of business research. Analyze the advantages and limitations of sampling. Share your opinion on the superiority of probability sampling over non-probability sampling, substantiating your stance with reasoned arguments. (20)
5. Clarify the notion of a ratio scale. Discuss scenarios in which a ratio scale could find application, providing supporting arguments. (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:**

0. Research and Decision Making
1. Step of Research Process
2. Complex Probability Sampling
3. Arbitrary Scales
4. Statistical Sources
5. Internal and External Validity
6. Interviewing Technique
7. Validity and Experimentation
8. Casual Analysis
9. Element of Research Proposal

**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 (concerning 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%

