

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 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)

Semester: Autumn, 2025

Level: M.Sc. Administrative Sciences

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.

GUIDELINES FOR ASSIGNMENT No. 1 & 2:

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No. 1

Q. 1 Explain and distinguish between “primary data” and “secondary data” with examples. (20)

Q. 2 Discuss the characteristics of interest versus unit of analysis. (20)

Q. 3 Consider the following factorial layout. (20)

		Personal Selling Effect		
Direct Mail		Level 1	Level 2	Level 3
Level 1		40;33	49;47	56;60
Level 2		37;40	47;51	62;56
Level 3		50;47	51;60	73;76

(a) Test the null hypothesis that there is no difference in sales due to personal selling effort and direct mail.
(b) Does a significant interaction exist between personal selling effort and direct mail advertising?

Q. 4 Examine the merits and limitations of the observation method in collection data. Illustrate your answer with suitable examples. (20)

Q. 5 Show that in simple random sampling without replacement each sample of size n from a population of size N has a probability of being selected is $1/\binom{N}{n}$ (20)

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No. 2

This assignment is a research-oriented activity and encompasses the Literature Review Report of the proposed research topic and the research proposal. You are required to develop a Literature Review report and research proposal and submit to the tutor for evaluation as per the last date of submission of 2nd assignment. You will have to participate in the activity fully, actively, and practically to be eligible to pass this assignment.

The objective of Assignment No. 2 is to prepare:

1. Written Literature Review report and of the proposed research topic
2. Develop research proposal,

This will provide students with experience in preparing a research proposal for thesis.

TIPS FOR WRITING LITERATURE REVIEW

In this assignment students are required to prepare a Literature Review Report between ten (10) to fifteen (15) pages and at least 8 — 15 research articles from published source may be

consulted. With minimum of 8 research papers should be from the past 05 years. Students must follow the proper referencing and citation style to be mentioned at the end of the Literature Review Report under the References heading. Students are advised to consult the tips of writing literature review as mentioned below.

The Literature Review Defined

What is it and why are students required to do one? The literature is exactly what one would expect from its title — it is a review of a collection of previously published literature on a specific topic or topics. The literature review is often required of students as they undertake research into a particular topic in order to determine whether or not their specific research topic has already been undertaken. Generally speaking, the literature review summarizes and condenses an extensive amount of material. In addition, the review allows the student to organize a vast amount of information into a pattern that is meaningful to his or her research purposes, and will allow the student to draw his or her own conclusions about the nature of that information.

Objectives of the Literature Review

What should students strive for? When a student is performing his or her literature review, perusing all that information, having a specific objective(s) in mind is very important. Without a specific objective(s) in mind, students can end up spinning their wheels, not accomplishing much. The following are common objectives for a literature review; students should choose the objective(s) that best correspond with their particular research goals.

- i. ***Summarize Information*** — As stated above, the main objective of the literature review is to summarize previously released research information. While not all the objectives on this list apply to every literature review, this is one objective that every student should strive for when reviewing literature.
- ii. ***Compare Findings and Results*** — The literature review allows students to compare the results from a wide variety of published research. The rates of similarity or discrepancy in research findings can go a long way in helping the student to understand how his or her research may unfold in the future.
- iii. ***Compare Research Methods*** — The literature review also allows students to evaluate the different research methods used among those that have previously studied their topic of interest. Weighing the pros and cons of those research methods enables students to choose the method that best suits them.
- iv. ***Identify Untapped Areas of Research*** — By thoroughly organizing and reviewing an extensive collection of research material, a student performing a literature review will be able to identify areas that have not been addressed, or addressed poorly, by the literature that is currently available. In addition, if a student does happen to discover that his or her research topic has been previously undertaken, this will allow the student to more easily choose a secondary topic.
- v. ***Identify Major Research Studies*** — Not all research studies are created equal. The literature review allows students to recognize which particular studies have been the most important to the furthering of knowledge in their particular research area.

vi. **To Better Understand the Relevance of Your Upcoming Research** — If the student's upcoming research has proven to be untapped, the literature review will allow the student to better understand where his or her findings will fit into the system of knowledge on that particular subject.

This list is by no means exhaustive, and there are a multitude of other reasons and objectives for completing a literature review. However, these are the most common objectives for university students, and they can provide students with the basis for the effecting of a thorough literature review.

It is not necessary to attach the articles reviewed with your assignment; however, you should include a detailed reference list. The APA format (one of the most commonly used authoritative styles) is the preferred referencing and citation style used by the AIOU.

WORKSHOPS

The workshop presentations provide you opportunity to express your communication skills, knowledge & understanding of concepts learned during practical study assigned in **assignment No. 2**.

You should use any interactive material for effective presentation. The transparencies/Power point slides are not the presentation, but only a tool; the presentation is the combination of the interactive material and your speech.

GUIDELINES FOR WORKSHOP PRESENTATION:

- Make eye contact and react to the audience. Don't read from the slides or from report, and don't look too much at the slides (occasional glances are acceptable to **help** in recalling the topic to cover).
- A 15-minute presentation can be practiced 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.

Note: Prepare assignments as per these guidelines and it may be re-evaluated by the quality assurance cell, department of business administration, AIOU, Islamabad at any time.

