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

Course: Business Research Methods (5034)   **Semester: Spring, 2025**
Level: BBA

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.

Total Marks: 100   **Pass Marks: 50**
ASSIGNMENT No. 1

Q. 1 Research performs a distinct function to assist managers to enhance in the decision-making process while effectively gathering information. Elaborate this statement.   **(20)**

Q. 2 Being a researcher in the services 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 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-ended question is most useful? **(20)**

ASSIGNMENT No. 2

Total Marks: 100   **Pass Marks: 50**

Q. 4 What are the various methods of collecting primary data for research in business? Discuss with examples. **(20)**

Q. 2 Discuss and evaluate the basics of exploratory research and its effects on business research with examples. **(20)**

Q. 3 Explain the concept of observation. Discuss the strengths and weaknesses of observation with examples. **(20)**

Q. 4 Define non-probability sampling. Discuss the various types of non-probability sampling with examples. **(20)**

Q. 5 What are the various fundamentals of a business research report? Discuss with examples. **(20)**

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