



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BBA/BS/Graduation	Maximum Marks	100
Title /Course Code	<b>Business Research Methods (8431)</b>	Pass marks	50

**Instructions for Exams:**

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	What is the different between basic and applied research? If you have to explore, “How to manage and control bullying behavior at local universities of Pakistan?” would you be involved in basic or applied research. Explain with rationale.	33
2	A researcher has various options to collect data using research tools and techniques. Surveys are among the most common tool to collect data for business and management concerns. What issues and challenges researchers confront while collecting data through survey research? Explain with reference to local environment.	33
3	A research report is a documented form of research record about the findings of a business research project. A research report has various parts and components written with utmost care. What are the salient features of executive summary and how would you guide a manager to write this part.	34