

Cutting, Overwriting, Erasing, Fluid painting and use of Lead Pencil will earn no marks.
Write answer of the Question No.1 and 2 on this sheet and handover it to the supervisory staff of examination within first 35 minutes.

Time Allowed: 35 Minutes

(OBJECTIVE PART)

Max. Marks: 32

**Sign of
Supdt.**

1- a) Encircle the correct answer:

1x8

- i) Particular Product may not be selling well and the manager might want to find the reason, such research is:
- a) Applied Research b) Basic Research
c) Both a & b d) None of the above
- ii) How certain problems that occur in organization can be solved. Such research is _____.
- a) Applied Research b) Basic Research
c) Both a & b d) None of the above
- iii) Not highly qualified, less experience are the disadvantages of:
- a) Internal Researcher b) External Researcher
c) Both a & b d) None of the above
- iv) Hallmarks or main distinguishing characteristics of scientific research is/are
- a) Rigor b) Testability c) Both a & b d) None of the above
- v) Basic or fundamental research is also known as:
- a) Pure Research b) Applied Research c) Both a & b d) None of the above
- vi) A single member of the population is called:
- a) Element b) Sample c) Subject d) None of the above
- vii) Members of focus group may be:
- a) 8 to 10 b) 13 to 15 c) 18 to 20 d) None of the above
- viii) Researcher collected data from NADRA about population of Sargodha is:
- a) Primary Source b) Secondary Source c) Both a & b d) None of the above

b) Encircle True or False.

1x4

- i) Precision refers to the closeness of the findings to reality based on a sample. **True \ False**
- ii) An independent variable is one that does not influence the dependent variable in either a positive or negative. **True \ False**
- iii) The language of the questionnaire should approximate the level of understanding of the respondents. **True \ False**
- iv) Confidence is not important for the interviewer. **True \ False**

c) Fill in the blank meaningfully:

1x4

- i) Dk response is stand for _____.
- ii) Short reports are about _____ pages.
- iii) As a rule of thumb, a question or statement in the questionnaire should not exceed _____ words.
- iv) Three categories of non-probability sampling are convenience sampling, purposive sampling, _____.

i) Business Research.

ii) Case Studies.

iii) Hypothesis.

iv) Dichotomous Scale.

v) Static Panels.

vi) Questioning Teaching Funneling.

vii) Sample.

viii) External Validity.

Attempt **FOUR** Questions in all. All Questions carry equal marks.

SUBJECTIVE PART

- 3- Define BUSINESS RESEARCH. What are the Advantages and Disadvantages of an INTERNAL RESEARCH? 17
- 4- Define VARIABLE. Write in detail the Four main Types of Variable. 17
- 5- Write Ten Rating Scales which often used in Organizational Research. 17
- 6- Write in detail the Primary and Secondary Source of DATA. 17
- 7- Define SAMPLE. Discuss in detail the Probability and Non-Probability Sampling. 17
- 8- Define the Report. Write Integral Parts of the Report. 17