

EXAMS WRAPPER

Objective of exam wrapper is twofold

1. To guide you for time management
2. To give you a taste of upcoming exam questions

This wrapper will help you determine focus areas and improve weak understandings by going back to the readings provided, attending upcoming Skype Session, group discussions, and consulting books along with managing time appropriately to secure good grades.

An answer sheet is provided at the end of this document to help you find accuracy level of your answers.

Please fill following before you start attempting wrapper questions.

How much time did you spend on these activities?	Time spent/week	Ideally required time
Watching Video lectures		3 hrs.
Attending Skype Sessions		1 hr.
Going through Readings provided in the modules		1 hr.
Revising Readings provided in the modules		15 min
Reviewing your own notes		15 min
Solving self-assessments		10 min
Total		5 hrs. 40 min

ANNEXURE F: QUESTION WRAPPER

1. A researcher wants to study the perception of people regarding polio vaccination in a rural area of Pakistan. As the nature of study is sensitive and manipulation of answers is expected, the researcher wants to observe the non-verbal gestures of respondents as well. Suggest an appropriate data collection method with at least four supportive arguments.
2. PIA is running in losses and the management wants to generate new passengers to offset the loss of revenue. Let's suppose you are hired as a research consultant and instructed to conduct a research about "no frills" class of airfare to increase the revenue. Suggest a type of marketing research (based on purpose) with at least two supportive arguments.

Answer Sheet

1.

Personal interview and observation 1 mark

1 marks for each argument:

1. Whenever a researcher wants to study some sensitive issue, the personal interview along with the observation is best way for data collection.
2. For in-depth understanding and probing the issue, personal interview is always recommended.
3. In case of sensitive issue, to win the confidence of the respondent, the personal interview is recommended.
3. For the sensitive issues, non-verbal gestures provide enough amounts of clues that could be interpreted later.

2.

Answer

1 mark: type causal (control)

2 marks for each argument

1. The PIA management wants to study the relationship between “no frills” class of airfare and increase of revenue means cause and effect relationship.
2. When it is necessary that change in one variable causes or determines the value of other variables, causal research must be used.