Final Examination: Business Research Methods

Total marks: 50

Q1. Explain in your own words how does the following differ from each other? Explain with examples. (20 marks)

1. Independent variable.
2. Dependent variable.
3. Moderating variable.

Q2. In your own words explain qualitative methods vs quantitative methods with example. (15 marks)

Q.3 Explain in your own words when are interviews approproate to conduct? What are the pros and cons of interviews? Please explain with examples. (15 marks)