North Campus
Final Examination Spring Semester 2020

Subject	RESEARCH METHODS AND SKILLS		**Program**	BBA
Faculty	Sajid Ali		**Section Code**	012001188
No.of Students	57		**Maximum Marks**	40
Start date & Time	June 8th, 2020 at 12:00 AM	**Submission Deadline**	June 13th, 2020 at 4:00 PM	

Students should meet their submission deadline as there is no re-take or re-attempt after the deadline.

Q.No. 1	Max Marks 10

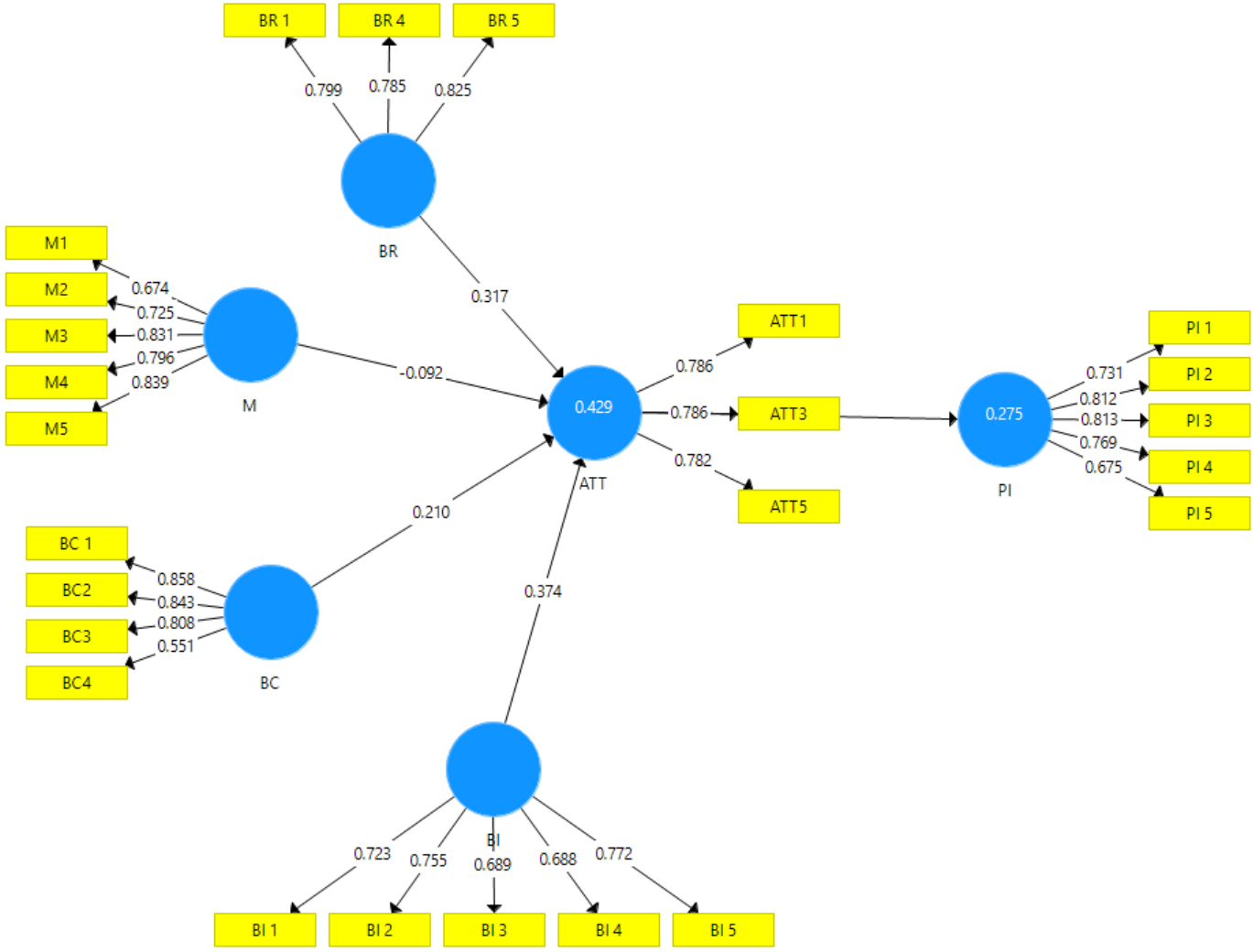
Mr. Hanselar was talking with his colleagues the other day and they discussed the *research approach and research design*. They wanted him to discover exactly what these are and find an example for each type just to see if he could do it. Can you help him out to answer this question?

Q.No. 2	Max Marks 10

Mr. Gefen was talking with his colleagues the other day and they discussed *sampling techniques and its types*. They wanted him to discover exactly what these are and find an example for each type just to see if he could do it. Can you help him out to answer this question?

Q.No. 3	Max Marks 20

Mr. Jeffery is conducting primary research in his final thesis as a mandatory requirement for the degree of BBA; he has decided to use Smart PLS to estimate the output of SEM (Structural Equation Modeling) in his thesis's chapter -4. However Mr. Charles is the beginner user of Smart PLS, *can you help him out in the interpretation of his model results given below explain both concepts along with benchmark values?* Develop the hypotheses based on the following model.
Where BR is (Brand Reputation), M is (Materialism), BC is (Brand Consciousness), BI is (Brand Image), ATT is (Attitude) and PI is representing (Purchase intention).



Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ATT	0.692	0.828	0.616
BC	0.782	0.854	0.601
BI	0.777	0.848	0.527
BR	0.725	0.845	0.645
M	0.837	0.883	0.462
PI	0.818	0.873	0.580

Discriminant Validity

Fornell-Larcker Criterion

	ATT	BC	BI	BR	M	PI
ATT	0.785					
BC	0.333	0.775				
BI	0.582	0.306	0.726			
BR	0.532	0.189	0.567	0.803		
M	0.295	0.562	0.387	0.391	0.476	
PI	0.524	0.387	0.633	0.540	0.495	0.762

Heterotrait-Monotrait Ratio (HTMT)

	ATT	BC	BI	BR	M	PI
ATT						
BC	0.411					
BI	0.766	0.394				
BR	0.727	0.236	0.747			
M	0.359	0.729	0.462	0.465		
PI	0.677	0.470	0.787	0.703	0.992	

GOOD LUCK