**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER III**

**COURSE CODE &amp; DBB2103 – RESEARCH METHODOLOGY**

**Assignment Set – 1**

**1. What are the different types of research techniques that can be conducted by a researcher? Discuss with the help of a suitable example.**

**Ans:** Though every research conducted is unique, it is possible to categorize the research approach that you may decide to take. Figure summarizes the types of research.

Sometimes, research may be done for a purely academic reason of a need to know. For example, studies on employee dissatisfaction and attrition led to the study of impact of fixed working hours on family life and responsibilities.

**Exploratory research**

As the name suggests, exploratory research is used to gain a deeper understanding of the issue or problem that is troubling the decision maker. The idea is to provide direction to subsequent and more structured and rigorous research. The following are some Its Half solved only

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**2. What are the steps involved in writing the research proposal? Discuss with the help of suitable example. Explain different kinds of research proposals that can be formulated.**

**Ans:** A research proposal is a formal document that presents the research objectives, design of achieving these objectives and the expected outcomes/deliverables of the study. This step is essential both for academic and corporate research, as it clearly establishes the research process to be followed to address the research questions.

**Contents of a research proposal**

There is a broad framework that most proposals

**3. How would you define research designs? What are the three principles to be taken care of when selecting a research design? Discuss Exploratory and Descriptive design with example.**

**Ans: Research design** as ‘the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures. If it is a good design, it will ensure that the information obtained is relevant to the research questions and that it was collected by objective and economical procedures.’

**Thus, the formulated design must ensure three basic principles:**

**Assignment Set – 2**

**4. Distinguish between secondary and primary methods of data collection. How can secondary data be classified? Elaborate on each type with the help of suitable examples.**

**Ans:**

|  |  |
| --- | --- |
| **Primary Data** | **Secondary Data** |
| **Definition** | |
| Primary data are those that are collected for the first time. | Secondary data refer to those data that have already been collected by some other person. |
| **Originality** | |
| These are original because these are collected by the investigator for the first time. | These are not original because someone else has collected these for his own purpose. |
| **Nature of Data** | |
| These are in the form of raw materials. | These are in the finished form. |

**5. What are the steps involved in the questionnaire design? Explain in detail the questionnaire design process.**

**Ans:** Even though the questionnaire method is most used by researchers, designing a well-structured instrument needs considerable skill. Presented below is a standardized process that a researcher can follow.

**Questionnaire Design Process**

A **questionnaire** is a list of questions or items used to gather data from

**6. What are the guidelines for effective report writing? Illustrate with the help suitable examples.**

Ans: Listed below are some features of a good research study that should be kept in mind while documenting and preparing the report.

**Clear report mandate:** While writing the research problem statement and study background, the writer needs to be absolutely clear in terms of why and how the problem was formulated.

**Clearly designed methodology:** Any research study has its unique orientation and scope and thus has a specific and customized research design