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| **SESSION** | **March 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DBB2103 – Research methodology** |
| **CREDITS** | **2** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Set – 1**

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

**Ans 1.**

Though every research conducted is unique, it is possible to categorize the research approach that you may decide to take.

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**Q2. What are the steps involved in writing research the proposal? Give examples. Discuss different kinds of research proposals that can be formulated**

**Ans 2.**

Writing a research proposal can be a daunting task, but it becomes much more manageable if you break it down into specific steps. The following is a list of general steps and examples involved in writing a research proposal:

1. **Identifying the Research Topic:** Understand what interests you in your field of study, perform a preliminary literature review to see what has already been done, and then identify a gap in the

**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 3.**

**Research designs**

Green et al. (2008) define 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

**Set – 2**

**1. Distinguish between secondary and primary methods of data collection. How can secondary data be classified? Elaborate on each type with**

**Ans 1.**

**Primary Data Collection**

Primary data collection refers to the process of gathering new data that hasn't been collected before. In other words, the data is original and collected for a specific research purpose or project directly from the sourc

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

**Ans 2.**

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.

**Figure summarizes the steps involved in**

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

**Ans 3.**

Effective report writing is an important skill in many fields, including business, academics, and scientific research. Following some key guidelines can help ensure that a report is clear, concise, and effective.

**Understand the Purpose of the Report:** Before you begin writing, it's essential to understand why you're writing the report and what you hope to achieve. Your purpose will guide the structure and content of your report. For example, if the report is to inform your colleagues