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| **SESSION** | **OCT 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DBB2103 RESEARCH METHODOLOGY**  |
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**Assignment Set – 1**

**1. What do you mean by research? Explain the research process with the help of taking a market research problem into consideration.**

**Ans 1.**

**Meaning of Research**

Research refers to a systematic and scientific approach used to gather, analyze, and interpret data to answer specific questions, address problems, or enhance knowledge. It is an organized process aimed at discovering new information, validating existing knowledge, or proposing innovative solutions. Research is critical in decision-making across various domains, including business, science, and technology.

**Research Process Explained**

The research process is a series of well-defined steps designed to ensure the reliability and validity of findings. This process can be better understood by considering a market research

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**2. What do you understand by a research design? Briefly explain the different types of research designs with the help of two examples under each.**

**Ans 2.**

**Understanding Research Design**

Research design refers to the overall framework or blueprint for conducting a research study. It provides structure to the research process and ensures the study is scientifically rigorous and results are valid. A well-defined research design outlines the research approach, methods of data collection, tools for analysis, and strategies to address the research problem. It acts as a roadmap, guiding researchers in collecting and analyzing data to answer specific questions

**3. Explain the role of sampling method in business research. Differentiate between probability and non-probability sampling techniques along with the suitable examples under each method.**

**Ans 3.**

**Role of Sampling Method in Business Research**

Sampling is a crucial element in business research as it enables researchers to study a subset of the population instead of examining the entire group. This approach is cost-effective, time-saving, and often more practical, especially when the population size is large or geographically dispersed. By selecting a representative sample, researchers can infer conclusions about the entire population with a reasonable degree of accuracy. Sampling ensures that the research is feasible and allows businesses to make informed decisions based

**Assignment Set – 2**

**4. Discuss the different situations in which primary and secondary methods of data collection will be used. Explain the different methods of collecting primary data with suitable examples.**

**Ans 4.**

**Situations for Using Primary and Secondary Methods of Data Collection**

Data collection is a fundamental aspect of research, involving the gathering of information to address specific questions or test hypotheses. The choice between primary and secondary methods depends on the nature of the research, the objectives, and resource constraints.

Primary data collection involves gathering original data directly from sources. It is used when specific, firsthand information is required that is not available from existing sources. For

**5. What do you mean by a Questionnaire? Discuss the detailed process of designing a questionnaire of on assessing customer satisfaction of any product. 7+3**

**Ans 5.**

**Meaning of a Questionnaire**

A questionnaire is a research instrument consisting of a series of structured or semi-structured questions designed to gather specific information from respondents. It is widely used in surveys to collect data about opinions, behaviors, preferences, or experiences. Questionnaires can be administered in various formats, including online forms, printed documents, or interviews. They are valued for their efficiency in reaching a large audience and their ability

**6. a. Hypothesis and its types**

**b. Structure of a research report writing**

**Ans 6.**

**a. Hypothesis and Its Types**

A hypothesis is a formal statement predicting the relationship between two or more variables, serving as the foundation for empirical research. It provides direction for the study and allows researchers to test assumptions scientifically. Hypotheses help researchers focus their study by transforming broad questions into specific, measurable, and testable statements. For example, in a study on advertising, a hypothesis could be, “Increased advertising expenditure