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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMBA301 RESEARCH METHODOLOGY** |
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**Assignment Set – 1**

**1.Explain the meaning of Research and Further discuss various types of research.**

**Ans 1.**

**Research: An Overview**

Research is a systematic process of inquiry aimed at discovering, interpreting, and revising facts or phenomena. It involves the use of scientific methods to solve problems, answer questions, or develop new knowledge. Research is a cornerstone of progress, providing the foundation for advancements in various fields, from science and technology to social sciences and business. At its core, research seeks to explore the unknown, build on existing

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**2. Discuss various types of data. Further discuss methods of Primary data collection. 10**

**Ans 2.**

**Types of Data**

Data serves as the foundation for research and decision-making. It can be broadly categorized into two types: **primary data** and **secondary data**.

**Primary Data** is original and collected firsthand by the researcher for a specific purpose. It is tailored to meet the unique needs of a study, ensuring relevance and accuracy. For example, data collected through surveys, interviews, or experiments falls under this category. Since primary data is specific to the research objectives, it is highly reliable but often requires significant time and resources to collect.

**Secondary Data**, on the other hand, is pre-existing information that has been collected,

**3.Discuss various types of questions in questionnaire and their need in questionnaire. 10**

**Ans 3.**

**Types of Questions in a Questionnaire and Their Role**

A questionnaire is a structured tool used to gather information from respondents systematically. It comprises different types of questions, each serving a specific purpose to ensure the research objectives are met. The selection of question types significantly impacts the quality and depth of the data collected.

**1. Open-Ended Questions** Open-ended questions allow respondents to answer in their own words without any constraints. These questions encourage detailed responses and provide

**Assignment Set – 2**

**4. Explain Editing. Discuss various types of editing.**

**Ans 5.**

**Editing: An Overview**

Editing is the process of reviewing and refining raw data collected during research to ensure accuracy, consistency, and completeness. It is a crucial step that bridges data collection and analysis, enabling researchers to maintain the quality and reliability of their findings. By identifying and rectifying errors, editing ensures that the data is suitable for meaningful interpretation.

Editing involves examining the data for issues such as missing values, duplicate entries,

**5. Research proposals and reports are an important component of research. Discuss and further describe various components of research report. 4+6**

**Ans 5.**

**Research Proposals and Reports: Significance and Components**

Research proposals and reports are integral to the research process, serving distinct but complementary roles. A research proposal outlines the objectives, methodology, and significance of a study, acting as a blueprint for the research. It is typically prepared before the research begins and is used to secure funding, approval, or support. On the other hand, a research report presents the findings, analysis, and conclusions of the completed research,

**6. A random sample of 395 people in a country were surveyed to find out if gender is independent of education level. Each person was asked to report on the highest education level they had obtained. The data that resulted from the survey is summarized in the following table:**

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**Formulate the hypothesis and test that are gender and education level dependent at 5% level of statistical significance? 2+8**

**Ans 6.**

### **Hypothesis Testing for Gender and Education Level**

#### **Step 1: Formulating Hypotheses**

1. **Null Hypothesis (H₀):** Gender and education level are independent.
2. **Alternative Hypothesis (Hₐ):** Gender and education level are not independent.

#### **Step 2: Given Data**

The observed data is as follows:

| Gender | High School | Bachelor's | Master's | PhD | Row Total |
| --- | --- | --- | --- | --- | --- |
| Male | 60 | 54 | 46 | 41 | 201 |
| Female | 54 | 60 | 41 | 39 | 194 |
| **Column Total** | 114 | 114 | 87 | 80 | 395 |

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#### **Step 3: Calculation of Expected Frequencies**

The formula for expected frequencies ($E\_{ij}$) is:

$$E\_{ij}=\frac{(Row Total for i) × (Column Total for j)}{Grand Total}$$