CONCURRENT EVALUATION FOR BUSINESS RESEARCH METHODS

SEMISTER I - BUSINESS RESEARCH METHODS (104)

FACULTY NAME: PROF. IFTEKHAR KHAN

Important Instructions:

1. The subject is evaluated on the basis of three components

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Summative assessment Research Proposal	50	15th March 2022
2	Google Form for Data Collection Related to the Research Proposal	50	15th March 2022
3	Descriptive Questions & Exam	50	19th March 2021

2. Assignments to be mailed and to be submitted in person.

3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

COMPONENT 1:

Outline of Research Proposal

Instructions:

The following template covers all the important elements of a research plan. First, pick a topic that you would like to research and then start thinking about the elements of the plan. Fill in the parts in the form below. This will allow you to get a clearer idea of the research you plan (big picture) and will keep you away from the details and technicalities that appear when you develop a document.

Note: a complete research plan should include at least all the element of this template.

Content of the outline:

1. Research Topic
2. Background/Context of the Research (Literature Review)
3. Research Design (Methodology)
4. Sampling

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Note: Delete the instructions written in RED after you understood it and write the details.

Name of the College	
Name of the Student& Division	
Roll Number	
Subject name	**Business Research Methods**
Year & Semester	**2021-22 MBA Batch Semester-I**
Assignment Title	
Date of Submission	

1. **Research Topic**

2. **Introduction to the Study**
(Including need of the Study)

3. **Research Aims/Objectives**
Indicate what you plan to achieve with your research. The aims/objectives may be the same as your title or they may be more general. For example, your aim is to identify practices in an area or provide suggestions for a situation. You may have one or more aims (use bullet points or numbered lists)

4. Research Hypotheses/Central/Sub Questions

Indicate the hypotheses you plan to test (if any) or the central and the sub-questions. These depend on the overall research design. These questions are what you are, actually, attempting to answer with your research

5. Background/Context of the Research (Literature Review)

Provide one to three articles, books, previous research that you have read and contribute to the background of your research. In particular, write a short description (maybe one or two sentences) and indicate relevant sources that help you address the following questions. The references should be formatted in Harvard Style

6. Research Design (Methodology)

Provide the details of the research plan. Make sure that they are logically connected and consistent

7. Type of the Research (exploratory, explanatory, descriptive)

Describe whether you are trying to explore the topic, describe it or explain observations or evidence (references required)

8. **Limitation** *(if any)*

9. **Time Frame**

Are you investigating what the case is now/today/this period (cross-sectional) or how something is going to change in the future or has changed in the past (longitudinal)? Note that this is different from the time schedule of your research.

10. Data Collection Methods

	Quantitative	Qualitative	Mixed
The research uses these type of Methods			

11. **Data Collection Tools**

Indicate the tools you plan to use to collect data (eg. interviews, questionnaires, observations) and a reasoning that shows why those tools can provide what you need. In addition, try to give a description of how you plan to analyse the data (eg. statistics, coding, ground theory, etc.)

12. *Quantitative Tools*

13. *Qualitative Tools*

14. **Sampling**

15. **Population**

Give a short description of the elements of the population your research is focusing. This can be anything from individuals, departments, events or even documents. Make sure that the profile of the population is consistent with your research question

16. Sample Size

Indicate the number of the elements your sample should or can have. Use appropriate theories or calculations. Provide any references that show the validity of your approach. If you evaluate the size of the sample as something impractical or not feasible, describe how you will determine the size and the implications

17. Sample Selection

Indicate the theories you plan to use in order to draw the sample from the population.

18. Access Issues

Are there any accessibility issues you need to handle? How will you get access to the data you plan to collect? Can you arrange interviews or observations? Discuss how you plan to manage those issues

19. Time Frame

Proposed timeframe to conduct the research and report on findings. (Gantt Chart) Following Chart is a template, you may change as per your requirement.

Task plan	Wk1	Wk2	Wk 3	Wk 4	Wk5	Wk6	Wk7	Wk8	Wk9

20. *Reference*

21. *Annexure (if any)*

COMPONENT 2:

Google Form for Data Collection related to the Research Proposal Provide the Google Drive Link here

COMPONENENT 3:

Descriptive Questions

Use A4 Size paper for submission of following Questions

Name of the College	
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Subject name	**Business Research Methods**
Year & Semester	**2021-22 MBA Batch Semester-I**

Assignment Title	**CCE3** Descriptive Questions
Date of Submission	

Instructions

1. *All questions are compulsory.*
2. *Each question carries 10 marks.*
3. *Figures to the right indicate marks for question/ sub question.*
4. *Answers to the questions should be specific and to the point.*
5. *Draw sketches wherever necessary by pencils.*
6. *Use A4 size paper or Full scape paper hand written only.*

Q.1. What is research? Why research is essential in Business?

Q.2. Differentiate between Primary research and Secondary Research?

Q.3. Compare
a.   Census Vs Survey
b.   Demographic Questions vs Psychographic Questions

Q.4.   What do you mean by Sampling? What are the different types of sampling techniques that can be used for agriculture products? Explain any one in Detail?

Q.5.   *Find the Correlation coefficient from the following data and give your interpretation.*

Age	Weight
20	55
23	45
37	43
22	56
26	67
35	70
36	56
29	80
20	45
36	60

Exam

Exam based on the syllabus of all 5 units

Prof. Iftekhar Khan   www.dimr.edu.in