

**Assignment Number: 1**  
**Course Code: MBA-211**  
**Class: PGDBIF 1<sup>st</sup>Sem**

**Title: RESEARCH METHODOLOGY**

**Last Dates for Submission: 10<sup>th</sup> Nov, 2016**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Assignment Number: 1**

**Question: - 1**

- (a) What is Research? Discuss types of research in brief?
- (b) Justify the need for research in modern times of information revolution.

**Question: - 2**

- (a) What a manager should look for in research done by others or include in self- directed research?
- (b) What are the characteristic of Goods research?

**Assignment Number: 2**

**Question: - 1**

- (a) As Area Sales manager for a company manufacturing and marketing washing machine you have been assigned the responsibility of conducting a research study to estimate the sales potential of your products in domestic market. Discuss the key issue and concerns arising from the fact-that you, the manager are also researcher?
- (b) What do you mean by research problem?

**Question: - 2**

- (a) What are the steps in the formulation of a research problem?
- (b) What is the meaning of Hypothesis? How the researcher can develop working Hypothesis?