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| **SESSION** | **FEB-MARCH 2025** |
| **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. 3+7**

**Ans 1.**

**Meaning of Research**

Research is a systematic and objective process of gathering, recording, and analyzing data to discover new facts or verify existing knowledge. It is driven by curiosity and the desire to find solutions to problems, explore phenomena, and make informed decisions. In a business context, research supports evidence-based strategy, planning, and innovation by providing valuable insights. It follows a logical sequence, starting with problem identification, hypothesis formation, data collection, and ending with analysis and interpretation.

Research is not limited to academic environments but is widely applied in industries,

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**2. Discuss various methods of primary data collection.**

**Ans 2.**

**Understanding Primary Data Collection**

Primary data collection refers to the process of gathering fresh data directly from original sources for a specific purpose. This type of data is firsthand and original, which makes it highly relevant and accurate for the research at hand. It helps researchers gain direct insights into the research problem and is crucial when secondary data is outdated or unavailable.

The methods of collecting primary data vary depending on the research objectives, nature of

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

**Ans 3.**

**Questionnaire Design**

A questionnaire is a structured tool used to collect data from respondents. It includes a series of questions related to the research topic. Effective questionnaires require thoughtfully crafted questions to ensure accurate, valid, and useful data. The types of questions included in a questionnaire significantly influence the quality of responses and overall success of the research.

Researchers must choose appropriate question types depending on the nature of the study, the

**Assignment Set – 2**

**4. Explain Editing. Discuss various types of editing. 3+7**

**Ans 4.**

**Editing in Research**

Editing is an essential step in the research process that involves reviewing, refining, and correcting the collected data to ensure accuracy, consistency, and completeness. It is usually performed after data collection and before analysis. Editing helps detect errors, omissions, and inconsistencies that may affect the quality and reliability of the research findings.

The primary objective of editing is to improve the overall quality of data by eliminating mistakes such as spelling errors, incomplete responses, irrelevant answers, or

**5. Discuss the structure and various components of research report**

**Ans 5.**

**Structure of a Research Report**

A research report is a formal document that presents the process, findings, and interpretations of a research study. It serves as a medium to communicate the purpose, methodology, analysis, and conclusions drawn from a study. The structure of a research report must be logical, coherent, and standardized to ensure it is understandable and useful to its intended audience.

Typically, a research report follows a formal structure that begins with a preliminary section, followed by the main body, and ends with supplementary information. This structure is vital

**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 the highest education level they had obtained. The data that resulted from the survey is summarized in the following table:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **High School** | **Bachelors** | **Masters** | **Ph.D.** | **Total** |
| **Female** | **60** | **54** | **46** | **41** | **201** |
| **Male** | **40** | **44** | **53** | **57** | **194** |
| **Total** | **100** | **98** | **99** | **98** | **395** |

**Formulate the hypothesis and test that are gender and education level dependent at 5% level of statistical significance.**

**Ans 6.**

### Step 1: Formulate Hypotheses

* **Null Hypothesis (H₀):** Gender and education level are independent.
* **Alternative Hypothesis (H₁):** Gender and education level are dependent.

### Step 2: Observed Frequency Table (O)

|  | High School | Bachelors | Masters | Ph.D. | Total |
| --- | --- | --- | --- | --- | --- |
| **Female** | 60 | 54 | 46 | 41 | 201 |
| **Male** | 40 | 44 | 53 | 57 | 194 |
| **Total** | 100 | 98 | 99 | 98 | 395 |

### Step 3: Calculate Expected Frequencies (E)

**Formula:**