

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SYBBA, Term VI End Term Assessment, January 2024

Business Research Methodology-1 (BBCB033)

Duration: 90 minutes

Maximum Marks: 25

- Instructions:** 1. Start each question on a fresh page.
2. Figures to the right indicate maximum marks.
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- Q1.** There are multiple ways in which research can be conducted and research methodology can be classified into 3 broad categories. Elaborate the 3 types of research methodologies. **(2 marks)**
- Q2.** Premise 1-Advertising campaign was conducted and sales did not increase.
Conclusion 1- The advertising campaign was poorly executed.
The above example concludes part of the premise. If the premise stands true, the conclusion may not be true. What type of scientific thinking method is highlighted in the above example? Explain how it works. **(2 marks)**
- Q3.** A poor final report or presentation can destroy a study, therefore the researcher must make efforts to make the report communicate clearly and fully to its readers/users seeking information through the report. In a research report, explain what are the 5 key components under the research methodology aspect of the report? **(3 marks)**
- Q4.** You are a consultant hired by a retail company looking to expand its market presence. The company currently operates in a specific region and wants to explore opportunities for growth in a new geographical market. Your task is to conduct comprehensive business research to identify the most suitable location for expansion. Which data sources will you use and why? **(3 marks)**
- Q5.** Chetak Corp is keen on assessing the satisfaction levels and feedback from its employees to improve the work environment, identify areas for enhancement, and boost overall employee engagement. The company wants to gather insights on various aspects, including job satisfaction, communication within the organization, opportunities for professional development, and perceptions of company culture. The HR department decided to conduct a self-administered employee satisfaction survey. The survey will be distributed electronically to all employees to ensure anonymity and encourage honest responses. The survey will cover a range of topics related to their work experience.
Design 5 relevant questions that will be a part of the questionnaire. **(5 marks)**

Q6. To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. Enumerate all the probability and non-probability sampling techniques. **(5 marks)**

Q7. You are a financial analyst tasked with presenting a research report to the CEO of Jemore Ltd on the viability of launching a new line of eco-friendly cleaning products. To captivate and secure approval, you are required to craft a compelling report outlining every crucial aspect of your findings. Highlight what are the essential components you need to include in your business research report? **(5 marks)**
