

 <div><b>SURESH GYAN VIHAR</b> <b>UNIVERSITY</b> Accredited by NAAC with 'A' Grade</div>		<b>INTERNAL ASSIGNMENT - 1</b>	
<b>Course:           MBA</b>		<b>BUSINESS RESEARCH METHODOLOGY</b>	
<b>Year:            I</b>			
<b>Specialization:   NA</b>	<b>Total Marks: 100</b>		

**Q. Write answers for the questions below. (20 marks each – Word limit – 500)**

**A. What is research? Explain the types of research and research process.**

**B. What do you mean by Scaling? Explain levels of Measurement Scales.**

**C. A national chain store wants to determine the shopping behaviour of customers. Suggest suitable research proposal.**

**D. Explain Research paper along with the types and characteristics.**

**E. What is research design? Explain need and importance of research design.**

 <div><b>SURESH GYAN VIHAR</b> <u>UNIVERSITY</u> Accredited by NAAC with 'A' Grade</div>		INTERNAL ASSIGNMENT - 2	
Course: MBA		BUSINESS RESEARCH METHODOLOGY	
Year: I			
Specialization: NA	Total Marks: 100		

**Q. Write answers for the questions below. (20 marks each – Word limit – 500)**

**A. What is Primary Data? Distinguish between Primary Data and Secondary Data.**

**B. What is Research Problem? Explain the steps involved in defining Research Problem.**

**C. What is Secondary Data? Explain any five Tools of Secondary Data Collection**

**D. Explain Observation Method as a tool of collecting Primary Data in detail along with its merits and demerits.**

**E. Explain Research report along with the types and characteristics**