

## Assignment 1

Programme: MBA (PT)

Course Code (Name): 20400 (Research Methods in Business)

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**Course Covered** : Entire Course

**Instructions** : Attempt all questions on your own at the first instance. If you cannot do them on your own, you are free to take help of your batch mates or your course instructor. The assignment is to be submitted in *soft form* on or before June 30, 2022. References must be provided.

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**Go through the following information and answer the questions that follow.**

Biscuits are considered as an important snacking option in today's society. They reflect the snacking habits of many individuals. Taking biscuits with hot beverages is fairly common. Large working hours and shorter lunch breaks has boosted the appeal of biscuits as a quick snack. The popularity of biscuits is seen across all age groups, genders as well as people belonging to different income groups. While the biscuit industry is fairly organized with many well-known multinational brands in the market, local bakers are also omnipresent with their biscuits having good appeal. The biscuit industry in India is highly competitive. The biscuits are relatively low-priced and are generally used up in a period of day, weeks or even months. Customers do not spend much time in deciding to purchase a particular biscuit brand as they are already used to buying a particular brand or because the brand does not matter. Biscuit manufacturers are also trying to bring out newer types of biscuits with varying tastes and flavours. An important category of biscuits nowadays is for health-conscious individuals or for people suffering from different ailments like diabetes. There is also increasing focus on packaging, branding and marketing of the biscuits.

**In the backdrop of the information provided,**

1. Formulate a research topic.
  2. Write three objectives for the research.
  3. Formulate three hypotheses.
  4. Design a questionnaire for your research (Use Google Forms).
  5. Identify the variables that are in your questionnaire corresponding to each type of data - ordinal, nominal, interval and ratio
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- ✓ **Take a bag with you whenever you go shopping to the market. That way, you avoid bringing polybags which ultimately finds its way to the waste basket. These are not bio-degradable and harm the environment.**
  - ✓ **Take the print out of this assignment in a paper which is already used on one side. This can help save paper and associated costs. In fact, make it a habit to always use papers to the optimum. Even envelopes just thrown away can be used to do rough work.**
  - ✓ **Check to see that all electrical appliances are switched off when they are not being used. Switch to LEDs. You can do a lot to save power.**
  - ✓ **Walk or Cycle whenever possible – you not only get health benefits and learn to enjoy nature but you also save money and the environment.**
  - ✓ **Make it fashionable to be environmentally conscious and aware. You can make a real difference to the only place we have to live called EARTH.**
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