

Assignment 1

Programme: MBA (PT)

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

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 <i>soft form</i> on or before June 30, 2023. References must be provided.

When research is carried out, a research design is there. Following are the components of a research design:

1. Topic of Research
2. Objectives of the Study
3. Formulation of Hypothesis (if any) and/or Research Questions
4. Methodology
 - (a) Data requirement and sources
 - (b) Tools for collection of data
5. Questionnaire (if any)
6. Identification of Sample Design in case of a survey
7. Specification of Statistical Techniques
8. Findings and Analysis
9. Limitations of the Study

Apply the research design steps in the context of the following description

Smart phones dominate the lives of an individual now-a-days. While its importance in our personal and professional life is beyond question, its ill-effects are also being debated. It has negatively impacted our mind as well as our body. We have now reached a state of addiction to the smart phone. It is being increasingly blamed for playing havoc with our relationships. There is now a talk of digital detox to rid ourselves of the smart phone addiction.

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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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