

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 *soft form* on or before May 15, 2024. 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

The purchase of a smartphone is dependent on several factors. It includes features available on the phone, many of which a buyer knows and understands. There are also many features about which the buyer hardly understands yet pays for those. Online stores are also influencing buyers. In the present scenario, a smartphone means a lot more to a customer than an ordinary cell phone. It also adds up as a status symbol and a sophisticated device meant for select people.

- ✓ 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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