



**\*\*Shree H. N. Shukla College of Management Studies, Rajkot\*\***

**\*\*Assignment\*\***

**\*\*Subject: Business Research\*\***

<b>Attempt any 5 of the following questions:</b>	
<b>1)</b>	What do you mean by Business Research? Describe the characteristics of Good Business Research?
<b>2)</b>	Describe Business Research is a Continuous and systematic process
<b>3)</b>	Explain the term Sampling Design. Discuss various Sampling Designs.
<b>4)</b>	Discuss various Primary & Secondary data collection methods
<b>5)</b>	A FMCG Company selling Toothpaste is willing to prepare a questionnaire on Buying Habits and requirements of a customer .Prepare a questionnaire
<b>6)</b>	Discuss in detail the importance of research in business decisions
<b>7)</b>	Explain the meaning of Hypothesis and how can it be tested
<b>8)</b>	Explain various scales in detail with examples
<b>9)</b>	Discuss the Steps in formulating a Sampling design
<b>10)</b>	Explain the meaning of Quality Control charts and explain how they are constructed