**DBB2103 Research Methodology**

**Assignment Set – 1**

1. What do you mean by research? Explain the research process with the help of taking a market research problem into consideration.

2. What do you understand by a research design? Briefly explain the different types of research designs with the help of two examples under each.

3. Explain the role of sampling method in business research. Differentiate between probability and non-probability sampling techniques along with the suitable examples under each method.

**Assignment Set – 2**

4. Discuss the different situations in which primary and secondary methods of data collection will be used. Explain the different methods of collecting primary data with suitable examples.

5. What do you mean by a Questionnaire? Discuss the detailed process of designing a questionnaire of on assessing customer satisfaction of any product.

6. a. Hypothesis and its types

b. Structure of a research report writing

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