Bachelor of Business Administration - Semester 1

BBA 201: 'Research Methods'

(4 credits)

(Book ID: B1518)

ASSIGNMENT- Set 1

Marks 30

Note: Each Question carries 10 marks. Answer all the questions.

1. Explain the Probability and Non-Probability Sampling Methods.
2. Discuss the types of Questionnaire. Enumerate the guidelines in designing a Questionnaire.
3. a. Briefly explain the various components of the Research Report.
   b. What are the different guidelines for writing the Research Report?