

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Name of the Assignment Setter:		Dr. Amarja Satish Nargunde			
Course:	BBA	Class:	II	Semester:	IV

Subject:	Business Research
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Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) What is business research? What are objectives and types of business research? Explain steps of the research process.
- b) Explain importance and types of research designs. What are sampling techniques?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Explain the sources of primary and secondary data.
- b) What is data analysis? Explain univariate, bivariate and multivariate analysis.
- c) What are types of reports? Explain steps in writing Reports.
- d) What are the contents of research proposal?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) Role of research in decision making
- b) Importance of sampling
- c) Format of a good report
- d) Questionnaire

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