



UNIVERSITY OF NORTH BENGAL
BBA Honours 6th Semester Examination, 2021

CC14-BBA (602)

BUSINESS RESEARCH METHODS AND PROJECT WORK

Full Marks: 50

ASSIGNMENT

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable*

Answer any two of the following assignments

25×2 = 50

1. (a) “Research is greatly concerned with proper fact finding, analysis and evaluation”. Do you agree with this statement? Give reason in support of your answer. 10
- (b) As a researcher, how can you identify a research problem? Explain the necessity of defining the “Research Problem”. 15
2. (a) How do you identify the variables in a research? Explain with suitable example. 6
- (b) Suppose you have been appointed as a project officer in ‘Air India’. You have been assigned by the Air India to identify the factors that the passengers consider when selecting an airline. Prepare the research plan for your assignment. 12
- (c) Explain in details about observational research method. 7
3. (a) Explain the significance of research report and narrate the various steps involved in writing a report. How do you explain the layout of research report? 5+5+5
- (b) Discuss the importance of ANOVA and Chi-square test in business research. 5+5

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