



National Rural Development and Research Society's

# Suryodaya College of Engineering & Technology, Nagpur

Survey No. 117/1 & 117/3 A, Near Dighori Naka, Vihirgaon, Umrer Road, Nagpur, Maharashtra 441204



## Department of Business Management

### ASSIGNMENT

**Subject- Business Research**  
**Semester-1<sup>st</sup>**

**Faculty Name-Prof. Amir A Khan**  
**Session 2023-2024**

Q1. A company in Nagpur engaged in direct sale of footwear to consumers had experienced growth during its initial five years of launch. But sales have shown a negative growth for the last two years. Prepare a research proposal for the company incorporating title of research, objectives of research study, problems to be studied by the researcher, operations, methodology, details of data collection techniques to be used with justification, sampling plan, data processing & analytical tools to be used, details of pilot study, time & cost budget in order to find reasons for its negative growth. **(CO- 01)**

Q2. Safal, a tea manufacturing company is interested in determining the consumption rate of tea per household in Nagpur city. You are given a population standard deviation of 8.6 kg. Determine the sample size needed to estimate the mean consumption rate of tea of population within  $\pm 0.5$  error with a 95% confidence. Also explain the suitable sample design for this study. **(CO- 02)**

Q3. Tupperware, the world's largest plastic food container company wishes to measure the perception of users and non-users of its products in Nagpur district. You have been asked to design a five point Likert scale to accomplish this task. **(CO- 03)**

Q4. . A co-operative bank in Nagpur wishes its employees to participate in WORK LIFE BALANCE survey. Aim of this survey is to study the determinants of 'work life balance' and their effects on work and personal life of its employees. Which method of data collection would you use for this study and why? Design a suitable questionnaire that can be used for this study? **(CO- 04)**

Q5. What are the different steps involved in writing a research report? Explain. **(CO- 05)**

\*\*\*\*\*THE END\*\*\*\*\*

Last date of submission of Assignment is **04<sup>th</sup> Oct 2023.**

- Assignment should be hand written & Physical/ hard copy is required to submitted.
- Attempt all the questions and submit assignment to the respected Faculty Member on or before Due date.
- If any problem/ query related assignment call or meet Prof. Amir Khan
- Assignment should be written in A4 size Paper & Submit in Plastic Folder File.