

**Uka Tarsadia University**

**B.V. Patel Institute of Management**



**B.B.A.**

**Semester –IV**

**030030410- CC08 Business Research**

**Practical Work**

**SEMESTER-IV**  
**030030410 CC8 Business Research**

**Objective of the Assignment:**

- To familiarize the students about how to start research and how to do literature review.
- To provide knowledge about how to prepared questionnaire and particular scale for collecting data.

**Guidelines for Business Research Practical Assignment**

1. Students have to prepared literature review and content analysis on given topic.
2. Prepare a practical assignment on allotted topic in allotted group members only.
3. There are three members in one group.
4. Allocation of assignment on 28/11/2018 and submission of practical assignment on or before 20/12/2018.
5. Students must ensure that they refer at least 25 research article/papers in given subject for practical assignment.
6. To search research articles/papers you can refer offline and online Journal and Magazine.
7. For doing practical assignment first of all, students have to do content analysis and then after detailed literature review.
8. For content analysis students can use following format.

Sr. No.	Name of Author(s) and Year	Title of Article	Particulars	Sources
			<ul style="list-style-type: none"><li>• Objectives</li><li>• Data</li><li>• Techniques used</li><li>• Conclusion</li><li>• Research Gap</li></ul>	

9. Proper source of information is required while preparing or submitting report and presentation/viva.
10. Evaluation is on the basis of group work and Individual performance in viva/presentation.

11. Groups have to submit documents in print form only. But before submitting you have ensured that the same documents available with you (all members need to have their own copy).
12. For any query you may ask your subject teacher.

### **Practical Assignment Topics**

1. The Consumer Behavior towards Cosmetic Product
2. Impact of Corporate Reporting on Individual Investors
3. Stock Market Behaviour: Evidence from Asian Stock Markets
4. A Gender Based Study on the Impact of Culture in Investment Decision Making
5. Impact of Demonetization on Forex and Commodity Derivatives – An Event Study
6. Employee Engagement in Hotels: Comparison between a Four Star and a Five Star Hotel
7. Implementation of CRM with Information Technology in Higher Education
8. Awareness and Perceptions of E-Banking Customers in India
9. A Study On Economic Empowerment of Women Through Self Help Groups
10. Design Thinking: Indispensable for Indian Business Schools
11. Workers' Remittances and Household Consumption Expenditure
12. Trends in FDI Inflows in India
13. Economic Development and Growth of Nation
14. Financial Development and Innovation in Small Firms
15. The effect of mobile phone use on driving style and driving skills
16. A Study of Socio-Economic and Financial Inclusion Status of Women Domestic Workers
17. Corporate Social Responsibility and Stock Market Performance
18. Impaired capital reallocation and productivity
19. Impact of Dividend Announcement on Stock Price
20. Foreign Direct Investment and Economic Growth

21. Consumers Perception towards Green Packaging Initiatives India
22. The effect of Advertising Appeals on Customer Buying Behavior
23. Employees Job Satisfaction in Banking Sector
24. A Study on Some of the Common Health Effects of Cell-Phones amongst College Students
25. Role of Human Resource Information System in Stratgies HR Tasks
26. Impact of Behavioral Finance in Investment Decisions and Strategies
27. Factors Affecting College Student's Mobile Phone Dependence and Anxiety
28. Associations between working environment and weight control efforts among workers with obesity
29. Exploring Relationships between Customer Satisfaction and Customer Attitude
30. Economic Empowerment of Rural Women through Micro
31. Impact of Social Influence and Green Consumption Values on Purchase intention of Organic Clothing
32. Association between Screen Viewing Duration and Sleep
33. Association between Excessive Use of Mobile Phone and Insomnia and Depression among Adolescents
34. Factors-Influencing-Purchasing-Intention-of-Smartphone
35. The-Moderating-Effects-of-Motivation-on-Work-Environment
36. The Association between Social Media Use and Sleep Disturbance among Young Adult
37. Association between Facebook Dependence and Poor Sleep Quality: A Study of Undergraduate Student
38. A Study on Brand Perception on Jewelry Product
39. Quality of Life of Female Professionals: A Comparative Study of Male Vs. Female
40. Impact of Financial Reforms on Banking Sector –Evidence From India
41. Relationship between FII and Sensex
42. Advertising and Consumer Buying Behaviour

Student has to prepared subject specific assignment in group as per instruction by subject teacher on particular time. All rules and regulations for specific assignment given at the time of assignment allotment.

**Subject Specific Assignment No. 1**

1. Assign one or more teams the responsibility of collecting and analyzing secondary data, including those available on [www.rbi.org.in](http://www.rbi.org.in). (GDP, Inflation, Exchange rate, FII, FDI)
2. The Coca Cola Company has asked you to conduct focus group with heavy users of soft drinks. Explain how you would identify and recruit such respondents.
3. You are a marketing research consultant hired to organize focus groups for an innovative German style fast food restaurant. What kind of people would you select to participate in focus groups? What screening criteria would you use? What questions would you ask?
4. In depth interview for ten entrepreneurs and five socialist persons.
5. As the research director for MNCs, you need to select a marketing research firm that specializes in researching consumer shopping on the internet. Make a list of five such firms. Which one you will you select and why?
6. As the research director for mobile company, you need to select a marketing research firm that specializes in researching consumer attitude towards mobile. Make a list of five such firms. Which one you will you select and why?
7. List one kind of marketing research that would be useful to each of the following organizations:
  - a. Your campus restaurants
  - b. The public transportation authority of your college
  - c. A shopping mall located near your areas
8. Sweet Cookies is planning to launch a new line of cookies and wants to assess the market size. The cookies have a mixed chocolate –pineapple flavour and will be targeted at the premium end of the market. Discuss the six Ws of a descriptive research design that may be adopted.
9. A cosmetic company is planning to launch a new facial kit and wants to assess the market size. The facial kit have a mixed fruit flavour and will be targeted at the premium end of the market. Discuss the six Ws of a descriptive research design that may be adopted.

10. A cosmetic company is planning to launch new shiner bleach and wants to assess the market size. The shiner bleach has a different variety and will be targeted at the premium end of the market. Discuss the six Ws of a descriptive research design that may be adopted.
11. A cosmetic company is planning to launch new fairness face pack and wants to assess the market size. The fairness face pack has a various kind of variety as per skin chemistry and will be targeted at the premium end of the market. Discuss the six Ws of a descriptive research design that may be adopted.
12. Welcome Inc. is a chain of fast food restaurants located in major metropolitan areas in the South. Sales have been growing very slowly for the last two years. Management has decided to add some new items to the menu, but first they want to know more about their customers and their preferences.
  - a. List two hypothesis
  - b. What kind of research design is appropriate? Why?
13. Lotus Inc. is a mobile company located in major zones in the Surat. Sales have been growing very slowly for the last two years. Management has decided to add some new items and accessories, but first they want to know more about their customers and their preferences.
  - a. List two hypothesis
  - b. What kind of research design is appropriate? Why?
14. Aurra Electronics is a located in major city of Gujarat. Sales have been growing very fast for the last two years. Management has decided to move in other state, but first they want to know more about their customers attitudes towards Aurra Electronics.
  - a. List two hypothesis
  - b. What kind of research design is appropriate? Why?
15. Arrange a visit to a mall-intercept interviewing facility when interviews are being conducted. Observe the interviewing process. Write a report about your visit.
16. Develop a questionnaire for determining household preferences for popular brands of detergent powder. Administer the questionnaire to 10 female head of households using personal interviews. How would you modify the questionnaire if it were to be administered by telephone? What changes would be necessary if it were to be administered by mail?



**Subject Specific Assignment No. 2 & 3**

**Develop questionnaire and Scale on following topics**

1. Develop a semantic differential scale to measure the image of two major TV Channel. Administer this scale to a pilot sample of 20 students.
2. Develop a Likert scale for measuring customer satisfaction towards shopping mall. Administer this scale to a pilot sample of 20 customers.
3. Develop a Likert scale to measure students' attitudes towards higher education in abroad. Administer this scale to a pilot sample of 20 students.
4. Develop a Likert scale to measure students' attitudes toward the internet as a source of information. Administer this scale to a pilot sample of 30 students.
5. Develop a semantic differential scale to measure the image of two major restaurants in Surat. Administer this scale to a pilot sample of 20 students.
6. Develop a semantic differential scale to measure the image of two major cinema houses in Surat. Administer this scale to a pilot sample of 20 students.
7. Develop a semantic differential scale to measure the image of departmental store in Bardoli. Administer this scale to a pilot sample of 20 respondents.
8. Develop a Likert scale to measure students' attitudes towards higher education in India. Administer this scale to a pilot sample of 20 students.
9. Develop a Likert scale to measure students' attitudes toward the competitive examinations. Administer this scale to a pilot sample of 20 students.
10. Develop a Likert scale to measure students' attitudes towards use of smartphone. Administer this scale to a pilot sample of 20 students.
11. Develop a semantic differential scale to measure the image of two major TV News Channels. Administer this scale to a pilot sample of 20 peoples.
12. Develop a Likert scale for measuring customer satisfaction towards online purchase. Administer this scale to a pilot sample of 20 customers.
13. Develop a Likert scale to measure students' attitudes towards higher education in management field. Administer this scale to a pilot sample of 20 students.
14. Develop a Likert scale to measure students' attitudes toward the social media as a advertisement tool. Administer this scale to a pilot sample of 20 students.
15. Develop a semantic differential scale to measure the image of two major picnic sports in South Gujarat. Administer this scale to a pilot sample of 20 respondents.

16. Develop a semantic differential scale to measure the image of two different shopping malls in Surat. Administer this scale to a pilot sample of 20 respondents.
17. Develop a semantic differential scale to measure the image of super market in Bardoli. Administer this scale to a pilot sample of 20 households.
18. Develop a Likert scale to measure people's attitudes towards after sales service of four wheeler company (as per students choice). Administer this scale to a pilot sample of 20 peoples.
19. Develop a Likert scale to measure students' attitudes towards use of social media. Administer this scale to a pilot sample of 20 students.
20. Develop a Likert scale to measure purchasing behaviour of households from unorganized sector. Administer this scale to a pilot sample of 20 households.
21. Develop a semantic differential scale to measure the image of two major Laptop Brands. Administer this scale to a pilot sample of 20 respondents.
22. Develop a Likert scale for measuring peoples' view about celebration of different occasion and environmental issues. Administer this scale to a pilot sample of 20 peoples.
23. Develop a Likert scale to measure customer's attitude towards international tour. Administer this scale to a pilot sample of 20 customers.
24. Develop a semantic differential scale to measure the people's behaviour of online and offline shopping in festive session. Administer this scale to a pilot sample of 20 peoples.
25. Develop a semantic differential scale to measure the people's behaviour towards purchase of electronic items through online and offline. Administer this scale to a pilot sample of 20 peoples.