Subject: Business Research Methods **MBA SEM-I Date of Submission:** 25th February, 2022 **(25 Marks)**

Comprehensive Concurrent Evaluation (CCE): 2
Preparation of Research Proposal

· All students should form the groups (voluntarily) consist of 5 students in each. Each group is informed to prepare a research proposal on any topic of their choice as per the contextual need of business, society and policy makers.

· All students are supposed to work in team to prepare the proposal and the voluntary contribution of each individual is expected.

· Students can choose topic pertaining to any of the following suggestive areas.

Suggestive Areas for Research:

1. Skill GAP of Students

2. Acceptance of Herbal Products

3. Covid 19 Pandemic

4. Financial Inclusion

5. Investment Preferences

6. Real Estate

7. Electric Vehicles

8. Share-market

9. Digital Marketing

10. Student Engagement

Guidelines for Preparation of Research Proposal

All students should prepare the proposal according to the format given below.

The Proposal includes following:

1. Cover Page

2. Title

3. Introduction to topic

4. Statement of the problem

5. Objectives

6. Hypothesis (if any)

7. Scope

8. Research Methodology to be used

   a. Type of Research

   b. Primary and Secondary Data Required

   c. Primary and Secondary Data Sources

   d. Instrument for Data Collection

   e. Sampling- Sample Unit, Universe, Sample Size, Sampling Method

9. Data analysis- Intended method and Statistical tools to be used for analysis

10. References

Proposal Typing Instructions

· Font: Times New Roman

· Font Size for body text: 12

· Line spacing: 1.5

· Title Font size: 14

· Bottom Right- Page No.

Submission Guidelines

The PDF copy of Proposal should be uploaded in assignment section by any one student from group within the given schedule.

Evaluation Criteria

Need & Significance of Topic, Research Problem, Objectives, Sampling, Intended method of Data Analysis.