ASSIGNMENT

CourseCode	**:**	**MAM-056**
Course Title	**:**	**Qualitative and Quantitative Analysis for Agribusiness**
Assignment Code	**:**	**MAM-056/2026**
Coverage	**:**	**All Blocks**

Note:

- Attempt any **FIVE**questions and submit this assignment to the Coordinatorof your studycentre. Each answer may contain approx. 500 words.
- Evaluation of the assignment follows the letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details, go through the MBAABM programme guide.

1.	Discuss the stage of the business research process.
2.	What is meant by the scale of measurements? Discuss the types of scales.
3.	Explain the meaning and importance of sampling. Describe the probability-based sampling techniques.
4.	Define measures of dispersion. Explain the techniques of measuring dispersion.
5.	Discuss the advantages and limitations of the interview method of information collection. Also, discuss the types of interviews.
6.	Prepare and discuss the layout of the business report.
7.	What factors make the use of operations research techniques important to the decision-makers in the industry? Discuss the fields of management in which operations research is used in decision-making.
8.	Explain the concept of inventory management. Describe the economic order quantity (EOQ) techniques of inventory management.

1. Discuss the stage of the business research process.

Answer:

Business research is a systematic and objective process of generating information for effective business decisions. The process begins with a managerial problem or opportunity and moves through a series of connected stages until useful findings are presented to the decision-maker. The main stages are as follows.

1. Problem formulation

The first stage is to identify and define the real business problem. A manager should distinguish the symptoms of a problem from its underlying causes. For example, falling sales are a symptom; the actual cause may be poor product quality, higher prices, weak distribution or changing customer preferences. The researcher studies the situation, gathers preliminary information and states the problem clearly. A well-defined problem gives direction to the entire study and prevents the collection of irrelevant information.

2. Defining the research objectives

After the problem is formulated, the researcher specifies what the study is expected to achieve. Research objectives convert the broad problem into clear and workable information requirements. They may relate to describing a situation, identifying relationships, comparing alternatives or testing a possible cause-and-effect relationship. Objectives should be specific and directly connected with the management decision so that the study remains focused.

3. Planning the research design

A research design is the blueprint for conducting the study. It states how the required information will be obtained and how the different research activities will be organised. The researcher decides whether the study should be exploratory or conclusive and selects suitable methods such as surveys, observation, use of secondary data or experiments. Decisions regarding the target population, sampling method, sample size, measurement scales and data-collection instrument are also planned at this stage.

4. Data collection

The planned information is then collected from the selected sources. Primary data may be obtained through interviews, questionnaires, observation or experiments, while secondary data may be obtained from reports, records, publications and databases. The researcher should follow the research design carefully, train data collectors where necessary and maintain consistency so that the data are relevant, adequate and reliable.

5. Data preparation and analysis