Bachelor of Business Administration

(BBA)

ASSIGNMENTS
2026

[Valid from 1st January, 2026 to 30th December, 2026]

Fourth Semester

School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068

Bachelor of Business Administration

(BBA)

ASSIGNMENTS – 2026

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in each course.
We are sending the assignments for **BCOE-143, BCOE-144, ECO-13 and BMP-001** together.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in June 2026 Term End Exam, they have to submit the assignments latest by 15th March 2026.
2. Those students who are appearing in December 2026 Term end exams, they should submit the assignments latest by 15th October 2026.

You have to submit the assignments of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BMP-001**
Course Title	**:**	**BUSINESS RESEARCH**
Assignment Code	**:**	**BMP-001/TMA/2026**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. "Business research is a continuous process of gathering and analysing information for decision making." Discuss the various stages of the Business Research Process with the help of a flow diagram. **(10)**

2. Explain the concept of Measurement and Scaling. Discuss the four levels of measurement (Nominal, Ordinal, Interval, and Ratio) and their significance in data analysis. **(10)**

3. What is the significance of Hypothesis Testing in Business Research? Explain the systematic steps involved in testing a hypothesis. **(10)**

4. Distinguish between the following: **(4x5)**

a) Qualitative Research and Quantitative Research.
b) Questionnaire and Schedule
c) Exploratory Research and Descriptive Research.
d) Primary Data and Secondary Data.

5. Write short notes on the following: **(4x5)**

a) Features of a Good Research Design.
b) Steps involved in Data Preparation
c) Role of Descriptive Statistics in data summary.
d) Importance of an Abstract and Executive Summary in a research report.

(B) Essay Type Questions

6. What is a Research Problem? Discuss the various points a researcher must consider while selecting and specifying a research problem for a study. **(15)**

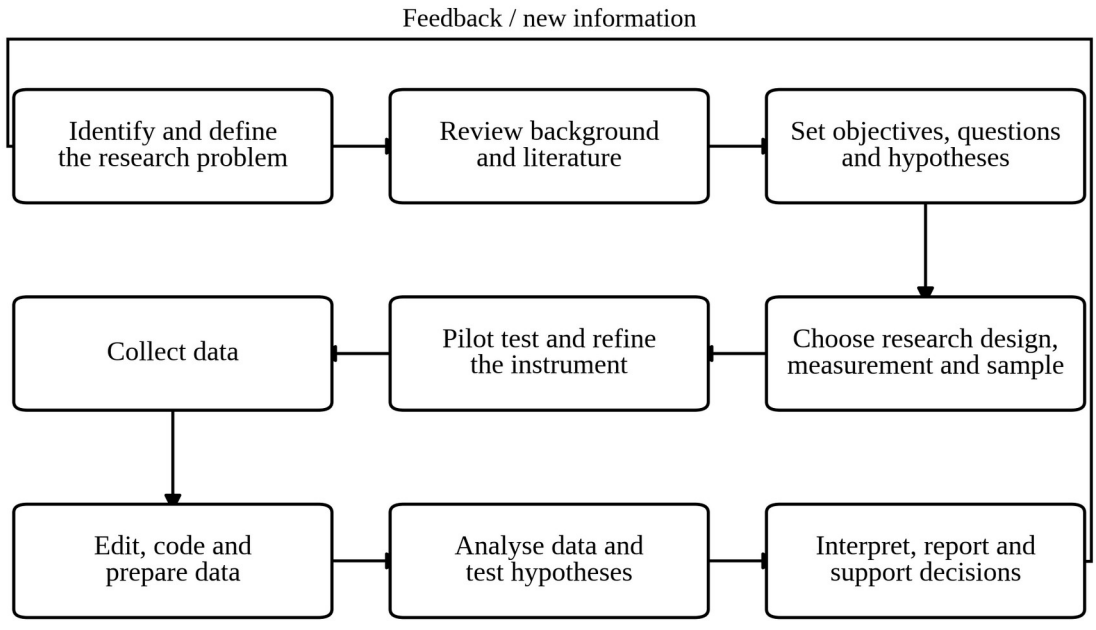
7. Define Sampling Design. Explain the various types of Probability Sampling methods and discuss the factors that determine the choice of an appropriate sample size. **(15)**

1. "Business research is a continuous process of gathering and analysing information for decision making." Discuss the various stages of the Business Research Process with the help of a flow diagram. (10)

Answer

Business research is a systematic way of reducing uncertainty in business decisions. It begins when a manager or researcher recognises that some information is missing, and it continues until findings are interpreted and used. The process is not strictly one-way. Results often reveal a new issue, suggest a revised question, or create a need for further information. For this reason, feedback connects the last stage with the beginning of another research cycle.

The stages are closely linked rather than mechanically separate. A pilot test may show that a question is unclear, analysis may reveal that an important variable was omitted, or a manager may ask a new question after reading the report. In each case the researcher returns to an earlier stage, revises the plan and collects or analyses further evidence. This link between stages helps protect the relevance and quality of the study.



Flow diagram of the Business Research Process

Stages of the process

1. Identify and define the research problem. A broad management concern is converted into a clear researchable problem. The researcher decides what