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Write up on Subject Specific Assignment on Research Design

A new criterion of subject specific is introduced to the students of SYBBA in order to enhance their practical understanding regarding the subject. The first subject specific assignment was given in the subject of Business Research on 18th and 19th December 2017 in order to enhance the practical knowledge and understanding of the students.

Following topics were distributed in a group.

- Sweet Cookies is planning to launch a new line of cookies and wants to assess the market size. Discuss the six Ws of descriptive research design that may be adopted.
- A Cosmetic Company is planning to launch a new Facial Kit and wants to assess the market size. Discuss the six Ws of descriptive research design that may be adopted.
- A Cosmetic Company is planning to launch new shiner bleach and wants to assess the market size. Discuss the six Ws of descriptive research design that may be adopted.
- A Cosmetic Company is planning to launch a new fairness face pack and wants to assess the market size. Discuss the six Ws of descriptive research design that may be adopted.
- Welcome Inc. is a chain of fast food restaurants located in major metropolitan areas in the South. Management wants to know more about their customers and their preference for it what kind of research design is appropriate. Why?
- Lotus Inc. is a mobile company located in major zone in Surat City. Management wants to know more about their customers and their preference for it what kind of research design is appropriate. Why?
- Aurra Electronics is located in major City of Gujarta. Management wants to know more about their customers' attitude towards Aurra Electronics for it what kind of research design is appropriate. Why?

As a part of the assignment, students were allotted a task in group of 10-12 members. The task was to prepare a ground level plan to launch a specific product instructed by the faculty. They were supposed to evaluate various alternatives in relation to those products, with the

perspective of market research. They were asked to express their ideas in relation to how they would conduct a market research for launching that product, what sort of information they would take into consideration and how all these efforts would result into successful launch of the new product attracting the customer and capturing the market share.

Such an activity was organised so that students can learn the practical implications of the theory they learn in class room, resulting into clearer concepts in their minds. On 18th December 2017 the groups were asked to submit a written document representing the work done by them, their perspective and strategy framed by them. And later on 19th December 2017 groups were provided an opportunity to express their views through presentations.

This assignment undoubtedly helped the students in developing their potentials as all the students contributed their best enhancing their ability to perform tasks and learn practical implications making the students more extemporaneous.

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