

# BUSINESS RESEARCH METHODS



**Brand:** Mehta Solutions  
**Product Code:** 7MBA2C5  
**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**Alagappa university mba BUSINESS RESEARCH METHODS SOLVED PAPERS AND GUESS**

## Description

Alagappa university mba BUSINESS RESEARCH METHODS SOLVED PAPERS AND GUESS

**Product Details: Alagappa university mba BUSINESS RESEARCH METHODS SOLVED PAPERS AND GUESS**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

## **RATING OF BOOK: EXCELLENT**

### **ABOUT THE BOOK**

#### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **Alagappa University** book solutions now mehta solutions brings top solutions for **Alagappa university SOLVED PAPERS AND GUESS book** contains previous year solved papers plus faculty important questions and answers specially for **Alagappa University** .questions and answers are specially design specially for **Alagappa University students** .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

**I YEAR – II SEMESTER**

## **COURSE CODE: 7MBA2C5**

### **CORE COURSE–IX–BUSINESS RESEARCH METHODS**

#### **Unit I**

Introduction to Business Research –Research Process – Research problem identification/Formulation – its Approaches.

#### **Unit II**

Research Design – Types of Research Design – Research Design for data acquisition (measurement scales) – Sample Design – Sampling Process – Sampling Methods – Determination of Sample size.

#### **Unit III**

Data Collection Methods – Primary and Secondary Data – Primary Data Collection Methods Questionnaire, Observation and Experimentation. Sources of secondary data – Tabulation.

#### **Unit IV**

Measures of Central Tendencies – Measures of Dispersion – Simple correlation and Regression. Chi-Square Test. Analysis of Variance. (Simple problems only)

#### **Unit V**

Presenting Insights and Findings – Style and Composition of the report – Format of reporting – Types of reports.

**Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**