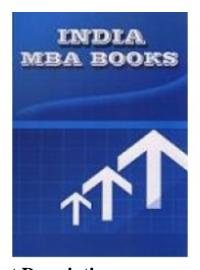# BUSINESS RESEARCH METHODS

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4.2 BUSINESS RESEARCH METHODS

OBJECTIVE
The objective is to create an awareness of the Process of Research, the tools and

techniques of research and
generation of reports

Unit 1: INTRODUCTION TO RESEARCH

Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research
Process – Research Design – Research Methods Vs Research Methodology - Steps in Research – Problem
Formulation – Statement of Research Objective – Exploratory – Descriptive – Experimental Research.

Unit 2: METHODS OF DATA COLLECTION

Observational and Survey Methods – Field Work Plan - Administration of surveys - Training field
investigators - Sampling methods - Sample size.

Unit 3: TOOLS FOR COLLECTION OF DATA

Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection
of Appropriate Statistical Techniques

Unit 4: STATISTICAL METHODS 18 Hrs

Tabulation of data - Analysis of data –Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square
- Discriminant Analysis - Factor analysis, Conjoint analysis - Multidimensional Scaling - Cluster Analysis
(Concepts Only).

Unit 5: REPORT WRITING

Types of Reports, Business, Technical and Academic Report writing – Methodology Procedure – Contents
– Bibliography

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