

## Business research methods



**Brand:** Mehta Solutions

**Product Code:** dba7207

**Weight:** 0.00kg

**Price: Rs500**

### Short Description

**Business research methods SOLVED PAPERS AND GUESS**

### Description

**Business research methods SOLVED PAPERS AND GUESS**

**Product Details: anna university Business research methods SOLVED PAPERS AND GUESS**

**Format: BOOK**

**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 **anna university** book solutions now mehta solutions brings top solutions for **anna university Business research methods BOOK** contains previous year solved papers plus faculty important questions and answers specially for **anna university** .questions and answers are specially design specially for **anna 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**

# FULLY SOLVED BOOK

DBA 7207 Business research methods

UNIT I INTRODUCTION - Business Research – Definition and Significance – the research

process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions /

Problems – Research objectives – Research hypotheses – characteristics – Research in

an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT - Research design – Definition –

types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION - Types of data – Primary Vs Secondary data – Methods of

primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample

size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS - Data Preparation – editing – Coding –

Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Application

of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

-Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

**Details**

**1. Books by courier**

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

**3. Courier india only**

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