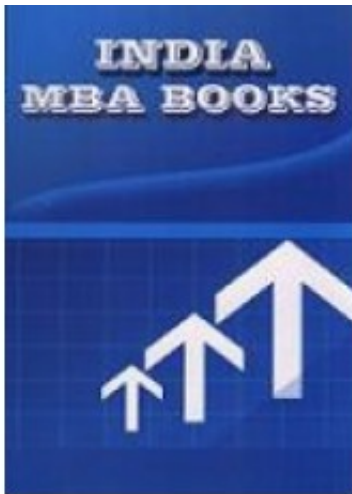


# BUSINESS RESEARCH METHODS



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### **UNIT I INTRODUCTION 9**

**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 9**

**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 9**

**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 9**

**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 – Conjoint Analysis -  
Application of statistical software for data analysis.  
UNIT V REPORT DESIGN, WRITING AND ETHICS IN  
BUSINESS RESEARCH 9  
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.**

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