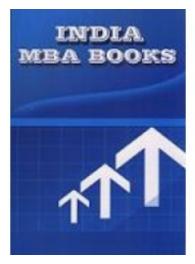
# Business research methods



**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