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## KMB-203(BRM)

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### 2:- Types of Business Research:-

- Data Collection / analysis
- Surveys
- Interviews & Focus groups
- Website Traffic data.
- Case studies.
- Observational
- Experimental
- Simulation
- derived research
- Mixed research
- Qualitative
- Quantitative
- Cross-Sectional research

## KMB-203 (BRM)

• Features of good research design :-

• Objectivity.

• Reliability.

• Validity.

• Generalisability.

• Selection of Research problem

• Selection of Units of analysis

• Choice of Variable.

• Identification of Relationships

• Nature of causal Relationship.

• Operationalization of concepts.

• Formulation of Hypothesis.

• Exploratory design of work.