

Q2 Explain the various types of Business research. Also explain the different features of good research design.

Ans The business research can be broadly classified into -

- 1) Qualitative Research Method
- 2) Quantitative Research Method

* ~~Some~~ Qualitative Research methods = It's one of the

* ~~Interview~~ most important types of business research it involves getting data through the means of communication by employing open-ended questions or such resources.

These researchers help to understand not only what audience think but also the way they think.

Some of the Qualitative Research Methods are -

1. Interview
2. Focus Groups
3. Ethnographic Research
4. Case Study Research

5) Website Visitor Research

★ Quantitative Research Methods -
These type of business research use a systematic investigation by the use of mathematical techniques or statistical tools which usually begin with data collection and then move to statistical analysis by the use of multiple methods.

Some of Quantitative Research are -

1. Survey Research
2. Correlation Research
3. Causal-Comparative Research
4. Experimental Research
5. Online Research

Different feature of good research design are

- a) Objectivity
- b) Reliability
- c) Validity
- d) Generalisability