

(4ii)

- It is based on the work of others.
- It can be replicated and doable.
- It generates new question or is cyclical in nature.
- It is incremental.
- It clearly states the variable.
- The researcher is sincerely interested and/or invested in the research.
- It is based on some logical rationale and tied to theory.

(ii) Types of Business Research

(A) Qualitative Research methods

- Interviews
- Focus Groups.
- Ethnographic Research
- Case study Research.
- Website Visitor Research

(B) Quantitative Research Methods

- Survey Research
- Correlation Research
- Casual - Comparative
- Experimental Research
- Online Research
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