

Ques. 2

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

Ans

In the process of business research, all types of data are gathered in order to better define the startup's focus and to determine what products and services that customers really want.

- Data collection/analysis...
- Surveys...
- Interviews and focus groups...
- website traffic data....

A research design appropriate for a particular research problem, usually involves the consideration of the foll. factors:

- (i) The means of obtaining information.
- (ii) The availability & skills of the researcher & his staff, if any;
- (iii) The objective of the problem to be studied;
- (iv) The nature of the problem to be studied; and
- (v) The availability of time and money for the research work.