

Section – 4

Ans. 2

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.

1. Data collection/analysis. ... Entrepreneurs that are interested in a certain business endeavour are well served when they start off researching their idea through existing secondary data such as government and trade association data about the industry and market sector that they wish to enter.
2. Surveys. ... Surveys are popular in business, and they are effective for business research. A survey can be one of the more inexpensive research options, especially if it is done online.
3. Interviews and focus groups. ... A typical company focus group consists of a small number of participants, usually about six to 12. The moderator poses a series of questions to gain insight into the brand, a product, images, and product concepts.
4. Website Traffic data. ... In addition to placing an online survey on your website, you can also put traffic data from your website to good use to spot trends in page views and keyword use.
5. Case studies. A case study is one of the most time-intensive research propositions but can yield a depth of information about your prospective product that you cannot get otherwise.

An impactful **research design** usually creates a minimum bias in data and increases trust in the accuracy of collected data. A **design** that produces the least margin of error in **experimental research** is generally considered the desired outcome. The essential elements of the **research design** are: Accurate purpose statement.

Features..

(a) Objectivity:

(b) Reliability:

(c) Validity:

(d) Generalisability:

(a) Selection of **Research** Problem:

(b) Selection of Units of Analysis:

(c) Choice of Variable:

(d) Identification of Relationship: