

Q.2
Ans There are few good types of Business Research which are as follows:-

i) Basic research - It is mostly commonly conducted to enhance knowledge. It covers fundamental aspects of research. The main motivation of this research is knowledge expansion.

ii) Applied Research - Focused on analysing and solving real-life problems. This research refers to a study that helps solve practical problems using scientific methods.

iii) Problem Oriented Research - Research is conducted to understand the exact nature of the problem to find out relevant solution.

iv) Qualitative Research - It is the process that is about inquiry that helps in-depth understanding of the problems or issues in their

natural settings.

✓ Quantitative Research - is a structured way of collecting data and analysing it to draw conclusions.

* Features of good research design are:-

- a) The means of obtaining information
- b) The availability and skills of the researcher and his staff
- c) The objective of the problem to be studied.
- d) The availability of time and money for the research work.
- e) The nature of the problem to be studied.