

<b>UNIT</b>	<b>CONTENTS</b>	<b>PAGE NO</b>
<b>I</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1. Introduction to Business Research	1
	1.2. Significance of Research	6
	1.3. The Research Process	8
	1.4. Types of Research	15
	1.5. Research Questions	27
	1.6. Research Objectives	32
	1.7. Research Hypothesis	34
	1.8. Characteristics of Good Research	37
	1.9. Research in an Evolutionary Perspective	39
	1.10. The Role of Theory in Research	43
<b>II</b>	<b>RESEARCH DESIGN AND MEASUREMENT</b>	<b>46</b>
	2.1. Research Design	46
	2.2. Definition	54
	2.3. Types of Research Design	54
	2.4. Validity of Findings	71
	2.5. There are Two Types of Validity: Internal Validity and External Validity	72
	2.6. Variables in Research	76
	2.7. Measurement and Scaling	78
	2.8. Construction of Instruments	91
	2.9. Validity and Reliability of Instruments	93
<b>III</b>	<b>DATA COLLECTION</b>	<b>98</b>
	3.1. Introduction	98
	3.2. Types of Data	99
	3.3. Methods of Collecting Primary Data	105
	3.4. Construction of Questionnaire and Instrument	122
	3.5. Validation of Questionnaire	126
	3.6. Sampling	126
	3.7. Sample Size	130
	3.8. Determinants Optimal Sample Size	132

3.9. Sampling Techniques	133
<b>IV DATA PREPARATION AND ANALYSIS</b>	<b>145</b>
4.1. Introduction to Data Preparation	146
4.2. Data Editing	147
4.3. Coding	150
4.4. Data Entry	153
4.5. Validity of Data	153
4.6. Data Analysis	156
4.7. Bivariate and Multivariate Statically Techniques	164
4.8. Factor Analysis	168
4.9. Discriminant Analysis	171
4.10. Cluster Analysis	173
4.11. Multiple Regression and Correlation	178
4.12. Multidimensional Scaling	185
4.13. Conjoint Analysis	185
4.14. Applications of Statistical Software for Data Analysis	187
<b>V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH</b>	<b>190</b>
5.1. Introduction to Research Report	190
5.2. Different Types of Research Report	191
5.3. Contents of Report	195
5.4. Need of Executive Summary	197
5.5. Chapterization	199
5.6. Contents of Chapter	199
5.7. Report Writing	201
5.8. The Role of Audience	207
5.9. Readability & Comprehension	209
5.10. Tone	210
5.11. Final Proof	211
5.12. Ethics in Research & Ethical Behavior of Research	215
5.13. Subjectivity and Objectivity in Research	217