



RESEARCH METHODOLOGY

- RESEARCH IN BUSINESS
- MEANING
- DEFINITION
- NATURE
- SCOPE
- OBJECTIVES
- QUALITIES
- METHODS
- TECHNIQUES

MEANING

Meaning of research as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.

DEFINATION

. REDMAN and MORY define research as a “systematized effort to gain new knowledge”.

SCOPE OF BUSINESS RESEARCH

1. Marketing
2. Production
3. Materials
4. Finance
5. Government

OBJECTIVES OF RESEARCH METHODOLOGY

1. It develop focus
2. it reveals characteristics
3. It determines frequency of occurrence
4. It tests hypothesis

METHODS OF RESEARCH

- Exploratory v/s Formal Research
- Descriptive v/s Analytical Research
- Experimental v/s Ex Post Facto Research
- Limitation of Action Research

TECHNIQUES IN RESEARCH METHODOLOGY

1. Observation
2. Surveys
3. Interviews
4. Focus groups
5. experiments

THANK YOU

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