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Research is normally...
Qualitative Research
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taking surveys,
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Chapter-1: Introduction to
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Business Research:
Definition, Methods, Types
and Examples

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Research Methods for Business and Management Research Methodology – is a way to systematically solve a research problem. It is a science of studying how research is done scientifically. Essentially it is the procedure by which the researchers go about their work of describing, evaluating and predicting phenomenon. It aims to give the work plan of research.

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