

COURSE: BUSINESS RESEARCH METHODS [24PCC105]

UNIT – I: BUSINESS RESEARCH

1. BUSINESS RESEARCH – MEANING

Business research means systematically collecting and analyzing data to solve business problems and improve decisions. It is used to understand markets, customers, competitors operations and internal organization issues

It helps managers reduce uncertainty and make evidence based decisions

2. DEFINITION

It is a scientific and organized method used to gather information for better business decision-making. Through the collection and analysis of relevant data,

3. OBJECTIVES

- To solve business problems
- To improve decision making
- To reduce risk
- To identify new opportunities

4. CHARACTERISTICS

Systematic (step-by-step process)

- Logical
- Data-based (empirical)
- Objective (unbiased)
- Accurate

5. IMPORTANCE

- Helps in better planning
- Understands customer needs
- Supports market analysis
- Provides competitive advantage

6. RESEARCH METHOD VS METHODOLOGY

Research Method: Techniques used to collect data (survey, interview, observation).

Research Methodology: The overall approach and reasoning behind the research and this procedures used in research studies. Explains why use choose certain methods and how the research will be conducted.

7. TYPES OF RESEARCH

- Basic Research
- Applied Research
- Descriptive Research
- Analytical Research
- Exploratory Research

8. ELEMENTS OF BUSINESS RESEARCH

- Problem
- Objectives
- Hypothesis
- Data collection
- Analysis
- Conclusion

9. ETHICS IN BUSINESS RESEARCH

- Avoid plagiarism
- Maintain honesty
- Keep information confidential
- Do not manipulate data

10 RESEARCH PROCESS

1. Identify the problem
2. Review literature
3. Form hypothesis
4. Collect data
5. Analyze data
6. Interpret results
7. Write report

UNIT – II: RESEARCH PROBLEM

MEANING:

A research problem is a clear specific statement about an area of concern a gap in existing knowledge or a practical difficulty that's means a solution. It means recognizing a situation that needs investigation. It arise when a research notices something and clear conflicting or unexplained.

STEPS IN RESEARCH PROBLEM IDENTIFICATION:

1. RESEARCH PROBLEM IDENTIFICATION

Identifying the main issue to be studied, reviewing existing research, discussion with experts, managers, or stakeholders with expert researcher.

2. SELECTION

Choosing a relevant, clear, and feasible problem. Once the several problems are identified the researcher must choose only one problem to study. This is called researcher problem selection factor influencing the choice of research problem.

3. CRITERIA FOR SELECTING A PROBLEM

- Researcher's interest
- Availability of data
- Time and cost
- Practical usefulness

4. STEPS IN DEFINING A PROBLEM

- Study background information
- Discuss and analyze
- Frame a clear problem statement

5. SOURCES OF REVIEW OF LITERATURE

- Books
- Academic journals
- Websites
- Previous research studies

6. FORMULATION OF HYPOTHESIS

Creating a testable statement related to the problem.

7. TESTING OF HYPOTHESIS

Using statistical tools to check whether the hypothesis is correct.

8. CHARACTERISTICS OF A GOOD HYPOTHESIS

- Clear
- Specific
- Testable
- Logical

9. ROLES OF HYPOTHESIS

- Guides the research
- Provides focus
- Gives direction

10. TYPES OF HYPOTHESIS

- Null Hypothesis (H₀) – No relationship
- Alternative Hypothesis (H₁) – There is a relationship

UNIT – III: RESEARCH DESIGN

1. RESEARCH DESIGN – MEANING

A research design is the blueprint or plan for conducting research. It tells you that how will you carry out a research project. It specifies what you will study, how you will collect data, how you will analyse it, and how will you make sure your results or trust worthy.

2. COMPONENTS

- Sampling
- Data collection methods
- Research tools
- Time frame

3. NEED FOR RESEARCH DESIGN

- Saves time and money
- Reduces errors
- Ensures accuracy
- Provides clear direction

4. TYPES OF RESEARCH DESIGN

- Exploratory – To understand a problem
- Descriptive – To describe a situation
- Diagnostic – To find causes
- Analytical – To analyze data
- Experimental – To test cause and effect
- Case Study – In-depth study of one case

5. LONGITUDINAL VS CROSS-SECTIONAL STUDY

- Longitudinal: Conducted over a long period
- Cross-sectional: Conducted at one point in time

UNIT – IV: SAMPLE DESIGN

MEANING:

Sample design is the plan or procedure used to select a small group [sample] from a large group [population]. So, that the sample accurately represent the population.

EXAMPLE:

POPULATION – all customers of bank [100000 customers]

SAMPLE – 500 customers selected for survey

SAMPLE DESIGN – explains how those 500 customers are chosen.

1. SAMPLING TECHNIQUES

- Probability sampling
- Non-probability sampling

2. NEED FOR SAMPLING

- Saves time
- Reduces cost
- Easier data collection

3. LIMITATIONS:

- May have bias
- May not fully represent population

4. SAMPLING & NON-SAMPLING ERRORS

- Sampling Error: Difference between sample and population
- Non-sampling Error: Mistakes in data collection or processing

5. SAMPLE SIZE

Number of respondents selected for the study. Sample size refers to the number of individuals, items, or observations selected from a population to participate in a research study.

In simple words:

It is the total number of respondents chosen for the study.

EXAMPLE:

If a researcher studies customer satisfaction by surveying 200 customers out of 5,000 customers,

- 200 is the sample size.

6. COLLECTION & PROCESSING OF DATA

- Editing
- Coding
- Tabulation

7. METHODS OF DATA COLLECTION

- Survey
- Interview
- Observation
- Questionnaire

8. DATA ANALYSIS

Evaluating and interpreting collected data. Data analysis in sample design refers to the process of examining, organizing, and interpreting the data collected from the selected sample in order to draw meaningful conclusions about the population.

In simple words:

It is the step where the collected sample data is studied carefully to find results and make decisions.

PURPOSE OF DATA ANALYSIS

- To convert raw data into useful information
- To test the hypothesis

9. TESTS OF SIGNIFICANCE

- t-test
- Chi-square test
- ANOVA

UNIT – V: RESEARCH REPORT

1. REPORT WRITING – MEANING

Presenting research findings in written form. Report writing is the process of presenting the findings, analysis, and conclusions of a research study in a written and organized form.

In simple words:

It is the final step of research where the researcher explains what was studied, how it was studied, and what results were found.

DEFINITION

Report writing is a systematic presentation of research findings in a structured and clear manner for communication and decision-making purposes.

PURPOSE OF REPORT WRITING

- To communicate research results
- To provide conclusions and recommendations
- To help in decision making
- To maintain a permanent record of research

2. CHAPTERISATION

- Introduction
- Literature Review
- Methodology
- Analysis
- Conclusion

3. TECHNIQUES OF INTERPRETATION

- Tables
- Graphs
- Comparison

4. PRECAUTIONS IN INTERPRETATION

- Avoid bias
- Avoid overgeneralization

5. LAYOUT

- Title page
- Abstract
- Content
- References

6. TYPES OF REPORT

- Technical report (for experts)
- Popular report (for general audience)

7. PLAGIARISM

Copying others' work without giving credit. Plagiarism means copying someone else's ideas, words, data, or research work without giving proper credit to the original author.

In simple words:

It is using others' work as your own without acknowledgment.

DEFINITION

Plagiarism is the unethical practice of presenting another person's research, ideas, or written content as one's own without proper citation or reference.

EXAMPLES OF PLAGIARISM

- Copying content from books or websites without mentioning the source
- Using another researcher's data without credit
- Submitting someone else's assignment as your own
- Copy-pasting from the internet without quotation or reference

8. ANNEXURES

Additional supporting documents attached at the end. Annexures are the additional supporting documents attached at the end of a research report to provide extra information that supports the study.

In simple words:

Annexures contain detailed information that is important but not included in the main body of the report.

DEFINITION

Annexures are supplementary materials attached at the end of a research report to support and provide evidence for the research findings.

What is Included in Annexures?

- Questionnaire copies
- Interview schedules
- Raw data tables
- Statistical calculations
- Charts and graphs
- Consent forms
- Company documents

9. PRESENTATION OF RESEARCH REPORT

Should be clear, simple, and well-structured. Presentation of a research report refers to the proper and systematic way of organizing and displaying research findings so that readers can easily understand the study.

In simple words:

It is the way a research report is arranged and shown clearly to the audience.

DEFINITION

Presentation of a research report is the structured and organized method of communicating research findings in a clear, logical, and professional manner.

IMPORTANT ELEMENTS OF PRESENTATION

1. Clear and simple language
2. Logical arrangement of chapters
3. Proper headings and subheadings
4. Use of tables, charts, and graphs
5. Correct referencing and citations
6. Neat formatting and numbering
7. Proper conclusion and recommendations

- Guidelines for Good Presentation
- Avoid unnecessary information
- Maintain clarity and accuracy
- Follow proper format
- Avoid grammatical errors
- Ensure consistency in style

CONCLUSION

A well-presented research report improves understanding, increases credibility, and helps in effective communication of research findings.