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8 Harold is conducting research to determine what consumer segment his company should serve with its services Which function is this research serving? testing issues foundational performance C p 23 AACSB: Reflective Thinking 9 Which part of the decision support system addresses exchanges between the firm and its customers? a

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CHAPTER -3 RESEARCH METHODOLOGY 1.1 Introduction

A critical part of the research activity is to develop an effective research strategy or design (Zikmund, 2000; Zikmund, Babin, Carr and Griffin, 2009) Research design provides a structure for the collection, measurement and analysis of data (Saunders et al, 2009)

BUSINESS RESEARCH METHODS - University of Calicut

Business Research Methods 6 When deciding whether business research is to be conducted or not, the firm keeps in mind factors like the availability of data, time constraints and the value of the research information to the company Adequate planning and information-gathering are essential to derive results for business Social Research

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