



## Business Research Methodology (With CD)

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By T.N. Srivastava & Shailaja Rego

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PREFACE Business Research Methodology This book is the result of my teaching experience in the subject BUSINESS RESEARCH METHODOLOGY and working experience in RESEARCH & STATISTICS to Sikkim Manipal University, Udupi students for about 8 years. It is designed to meet the requirements of students at Bachelor's, Masters and Ph D levels in Engineering and Management (M E, MCA MBA and Ph D). 2 Research Methods Versus Methodology: Research methods include all those techniques/methods that are adopted for conducting research. The methodology lets readers assess the reliability of your research. Describe what you did and show how your methods match your aims. In your thesis or dissertation, you will have to discuss the methods you used to do your research. The methodology chapter explains what you did and how you did it, allowing readers to evaluate the reliability and validity of the research. It should include: The type of research you did.