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1. a. What is scientific research? Explain the role of research in business?[8] b. Write down the nature of management research. How policy researches help to formulate strategy of organization?[7] 2. a. Define literature survey. Explain the criteria of evaluating the literature. [7] b.

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o 1. What is your research (What)? 2. Why do you want to do this research (Why)? 3. Who will be your participate (Who)? 4. When are you going to research (When)? 5. Where are you going to conduct research(Where) There are 8 types of research: o 1.

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A) a test and some independent, widely accepted measure of that variable. B) one form of a test and another form of that test. C) the even-numbered items on a test and the odd-numbered items on that test. D) two administrations of the same test. 35. An arithmetic test is given twice within a few days to a student. The highest possible score is 40.

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104 Business Research Methods - MCQs ... Qualitative methods are probably the oldest of all the scientific techniques, the method of qualitative research is: a) Questionnaire b) Attitude Scales c) Depth Interview d) Observation ... The test of reliability is an important test of sound measurement. The methods to evaluate

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Business Research Methods 5 CHAPTER -1 BUSINESS RESEARCH The word research is composed of two syllables, re and search. The dictionary defines the former as a prefix meaning again, anew or over again and the latter as a verb meaning to examine closely and carefully, to test and try, or to probe. Together they form a noun describing a careful,

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