



Business Research Methods

By Naval Bajpai

Pearson Education, 2011. Softcover. Book Condition: New. First edition. Business Research Methods provides students with the knowledge, understanding and necessary skills to complete a business research. The reader is taken step-by-step through a range of contemporary research methods, while numerous worked examples and real-life case studies bring to life the realities of undertaking these researchs. Emphasis on data analysis is the key strength of this book. The book uses the latest software packages: MS Excel (2007), SPSS 17 and Minitab 15 to solve statistical data analysis. The complexity of multivariate analysis is also dealt with the help of these three softwares. Contents:- Part I Introduction to Business Research Business Research Methods: An Introduction Business Research Process Design Part II Research Design Formulation Measurement and Scaling Questionnaire Design Sampling and Sampling Distributions Part III Sources and Collection of Data Secondary Data Sources Data Collection: Survey and Observation Experimentation Fieldwork and Data Preparation Part IV Data Analysis and Presentation Statistical Inference: Hypothesis Testing for Single Populations Statistical Inference: Hypothesis Testing for Two Populations Analysis of Variance and Experimental Designs Hypothesis Testing for Categorical Data (Chi-Square Test) Non-Parametric Statistics Correlation and Simple Linear Regression Analysis Multivariate Analysis?I: Multiple Regression Analysis Multivariate Analysis?II: Discriminant...



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