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|| LECTURE 1 || DR. SANDEEP KUMAR Workshop on Business Research Methods using SPSS By Dr. M. S. Pahwa **Business Research Methods: Session 12: Business Research STA630_Lecture01**
The following are some of the research methods used to carry out business research. Survey research Surveys involve asking various survey questions to a set of audiences through various types like online polls , online surveys, questionnaires , etc. Nowadays, most of the major corporations use this method to gather data and use it to understand the market and make appropriate business decisions.
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