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Business Research Methods Exam Questions

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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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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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. Sample final assessment questions - Research & Learning Online

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