Record Nr. UNINA9910459689603321 Autore Krishnaswamy O. R **Titolo** Business research methods [[electronic resource] /] / O.R. Krishnaswami, B.G. Satyaprasad Mumbai [India], : Himalaya Pub. House, 2010 Pubbl/distr/stampa **ISBN** 1-282-81330-7 9786612813306 1-4416-7587-6 93-5043-208-0 Descrizione fisica 1 online resource (205 p.) Altri autori (Persone) SatyaprasadB. G Disciplina 651.7 Soggetti Management - Research Business - Research Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto COVER; CONTENTS; INTRODUCTION; RESEARCH PROBLEM; RESEARCH DESIGN: SAMPLING: DATA COLLECTION AND PROCESSING: ANALYSIS AND INTERPRETATION OF DATA This book has been designed according to the syllabus of Bangalore Sommario/riassunto University. Each unit of syllabus has been presented to the students and the teachers in a lucid and simple manner. The objective of this book is to serve as a text book for courses in Research Methodology in social sciences and also to serve as a hand book for research scholars. The book is organised in six chapters. Each chapter takes the reader to the detailed study of the contents. At the end of the book skill development exercises are also presented. This would definitely takes

the students community to get an insight into