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Code	Subject Title	Cr. Hrs	Semester
BBA-302	Business Research Methods	3	V
Year	Discipline		
3	Business Administration		

This course deals with the tools & techniques of scientific research methods & their application to business administration. Topics covered are formation of the problem & related hypotheses; development of research design; measurement of variables; data collection methods; sampling techniques; construction of questionnaires; interviewing techniques, analysis of data & its interpretation & writing of the research report

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