

05/20

Conclusive Research :-

It is also known as descriptive research. This type of research study involves the application of quantitative methods of data collection and data analysis.

i) It is applied to generate findings that are practically useful in reaching conclusions or decision making.

ii) In this type of study research objectives and data requirements need to be clearly defined.

NOTES

FEBRUARY 2009

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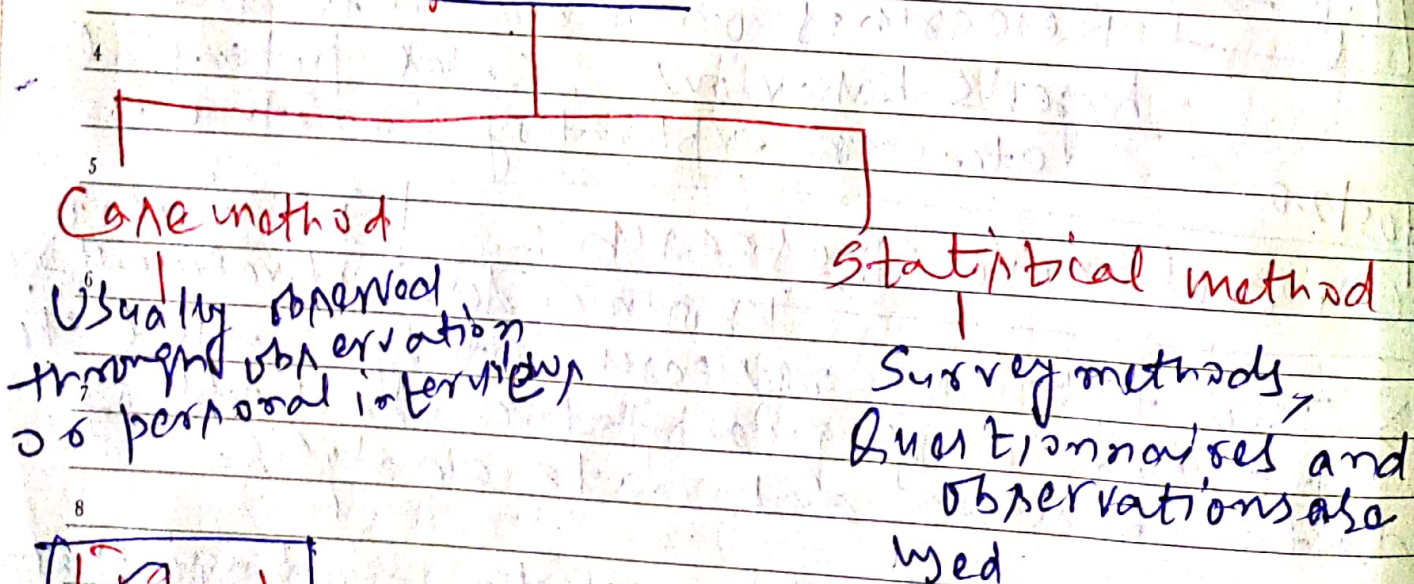
iv) It can study relationship between two or more variables.

v) These research designs are able to reduce the bias in data collection process, minimize expenditure and increase the accuracy in prediction.

vi) It is formal and rigid in nature.

vii) Conclusive research design can be divided into 2 categories: descriptive and causal research.

Conclusive or Descriptive or Statistical method can be divided into 2 main categories: -



Eq. 1

Accurate description of products, shops, nature of markets, income groups in market research.

JANUARY 2009						
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