

St. Mira's College for Girls, Pune
(Autonomous-Affiliated to Savitribai Phule Pune University)

Class: TYBBA

Subject: RESEARCH METHODOLOGY

Subject Code: BB51704

Semester: V

Year: 2019-20

All types of Skill generated through Research Enhancing Employability

Date: 13th July 2019

CLASSMATE

Research
Methodology

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Done ✓

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Principal Incharge
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Research Methodology - October 2017 paper

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- Q1. Discuss the Research Process
- Research Process consists of studying all aspects of a company, its customers and the market, then using that information to make sound business decisions. Typically, a company not only assesses its own strengths and weaknesses, but also places particular emphasis on how customers view their products. When market survey is done by company managers, they usually take a comprehensive look at the industry in which they function and their key competitors. The overview of the market is generally taken into account while undertaking a business research process. While doing so the key aim always remains in determining whether an opportunity exists within a certain market. One of the determining factors is to gauge the amount of market share or percent of total industry sales each competitor possesses. In short a business research process entails learning of everything possible about a company, customer, competitors and the industry. The main objective of the process is to determine which products or services to offer, which customers are most likely to purchase them, where to sell them.



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