



Welcome

BUSINESS RESEARCH METHODOLOGY

**Topic: Scope of Business
Research**

Scope of Business Research

- * Business Research is described as the systematic and objective procedure for producing information for help in making business decisions. Business research should be objective, which means that the information found needs to be detached and impersonal instead of biased

Financial Research

- * Finance is the prime resource of the business. Dedicated research of finances before commencing the work is highly advisable.
- * It includes decisions like dividend distribution, capital requirements, profit distribution, budgeting,

Management research

- * Management is the base on which a company operates.
- * It needs to be on alert all the time. Management has its own subparts to deal with and coordinate with.
- * The top-level management holds the management chain for effortless operation.

Marketing research

- * The front of the business is marketing. The representation of markets can't be ignored while researching. The market is flexible.
- * Customer shifts from one product to another in a fraction of seconds. It is important to always be in touch with the targeted audience to know their expectations.
- * Marketing research is all about price, promotion, polices publicity,

Accounting research

- * How and where the finances are floating needs to be checked timely to avoid unwanted losses.
- * This research is dedicated to maintaining annual reports, quarterly conciliations of account, costing, budgeting, preparing balance sheets, etc.
- * All these are significant to frame the company. Investors follow these reports to know the financial health of the business.

Operational research

- * Terms, conditions, and policies of business result in the efficient management of an enterprise.
- * Hence constant research is vital.

Conclusion

- * Business research is the backbone of every decision taken in the organization. Research is a complex process that includes a series of researches for every field. Every aspect of business requires dedicated research and the methods and tools which suit it



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Thankyou