

# Understanding RESEARCH DESIGN and MIETHODS

Basic Business Approach for Undergraduate Level

#### IMPORTANT REMINDERS

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.

Madonna S. Molines-Siniguian, DBA
Jewelyn C. Espares-Ciocon, DBA

Jerome G. Sison, MBA, CLSSYB

PREFACE	111
ACKNOWLEDGEMENT	v
Chapter 1	
Introduction to Research	1
Summary	12
Chapter F Assessment	13
Chapter 2	
The Research Process	19
Summary	29
Chapter 2 Assessment	31
Chapter 3	
Developing Survey Instruments	37
Summary	44
Chapter 3 Assessment	• 45
Chapter 4	
Sampling Technique and Procedure	49
Summary	69
Chapter 4 Assessment	71

## IMPORTANT REMINDERS

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.

# Chapter 5

Gathering and Collection of Data	77
Summary	85
Chapter 5 Assessment	87
Chapter 6	120000
Measuring and Scaling	95
Summary .	104
Chapter 6 Assessment	105
Chapter 7	
Presentation and Guidelines in Writing Research Proposal Epilogue/Conclusion	. 111
Summary	129
Chapter 7 Assessment	131
REFERENCES	141

### IMPORTANT REMINDERS

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.