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8 Harold is conducting research to determine what consumer segment his company should serve with its services Which function is this research serving? testing issues foundational performance C p 23 AACSB: Reflective Thinking 9 Which part of the decision support system addresses exchanges between the firm and its customers? a

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CHAPTER -3 RESEARCH METHODOLOGY 1.1 Introduction

A critical part of the research activity is to develop an effective research strategy or design (Zikmund, 2000; Zikmund, Babin, Carr and Griffin, 2009) Research design provides a structure for the collection, measurement and analysis of data (Saunders et al, 2009)

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