

## Business Research Method Zikmund Answers

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Research Approaches Different types of research are classified based on a range of criteria including the application of study, the objectives of the research, and information sought [1].

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Survey methodology will be used to collect data for the purpose of this research as the work of Saunders (2003) has been very valuable in orienting the choice of data collection method for this study. Zikmund (2003) defined survey as a method of gathering primary data based on communication with a representative sample of individuals.

### **Definitions available for quantitative research given by different ...**

Validity and reliability of desk-based sources may be compromised if the literature reviewed answers a particular research question partially (Patzer, 2007, p 7). Therefore, if the quality of information retrieved from desk-based sources is not guaranteed, then the utility of desk-based research becomes questionable. ... (Zikmund, et al., 2013 ...

### **Advantages and disadvantages of using desk-based research**

According to Yahoo finance (2011), it is essential to note that Marriott International Inc is a US-based business with headquarters in Bethesda, Maryland that continuously focuses on improvement, runs vacation-ownership motels below Marriott Vacation-Club, Ritz-Carlton-Destination-Club, and Grand-Residences administrating entire ownership of housing-brands, comprising Ritz-Residences, JW ...

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Judgemental sampling was used to collect data, given that the aim of the research was to reduce costs and the administration work involved (Zikmund et al., 2010). In addition, in an attempt to further contain costs, and taking into consideration the Covid-19 pandemic movement restrictions, the WhatsApp method was used to invite the potential ...

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