

## Quadrant II – Glossary

**Paper Code** : **COG 136**

**Module Name** : **Meaning and Importance of Business Research**

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### **Glossary**

Controlled environment: manipulate the environmental conditions to the requirement of the researcher.

Systematic process: The alternatives are searched in a scientific manner and the best alternative from the available alternatives is selected

Customer oriented: A thorough study about consumer wants and needs.

Ephemeral tactical decisions: A necessary decision for a very short time related to business.