



Guru Nanak Institute of Management

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Affiliated to GGS IP University, Delhi

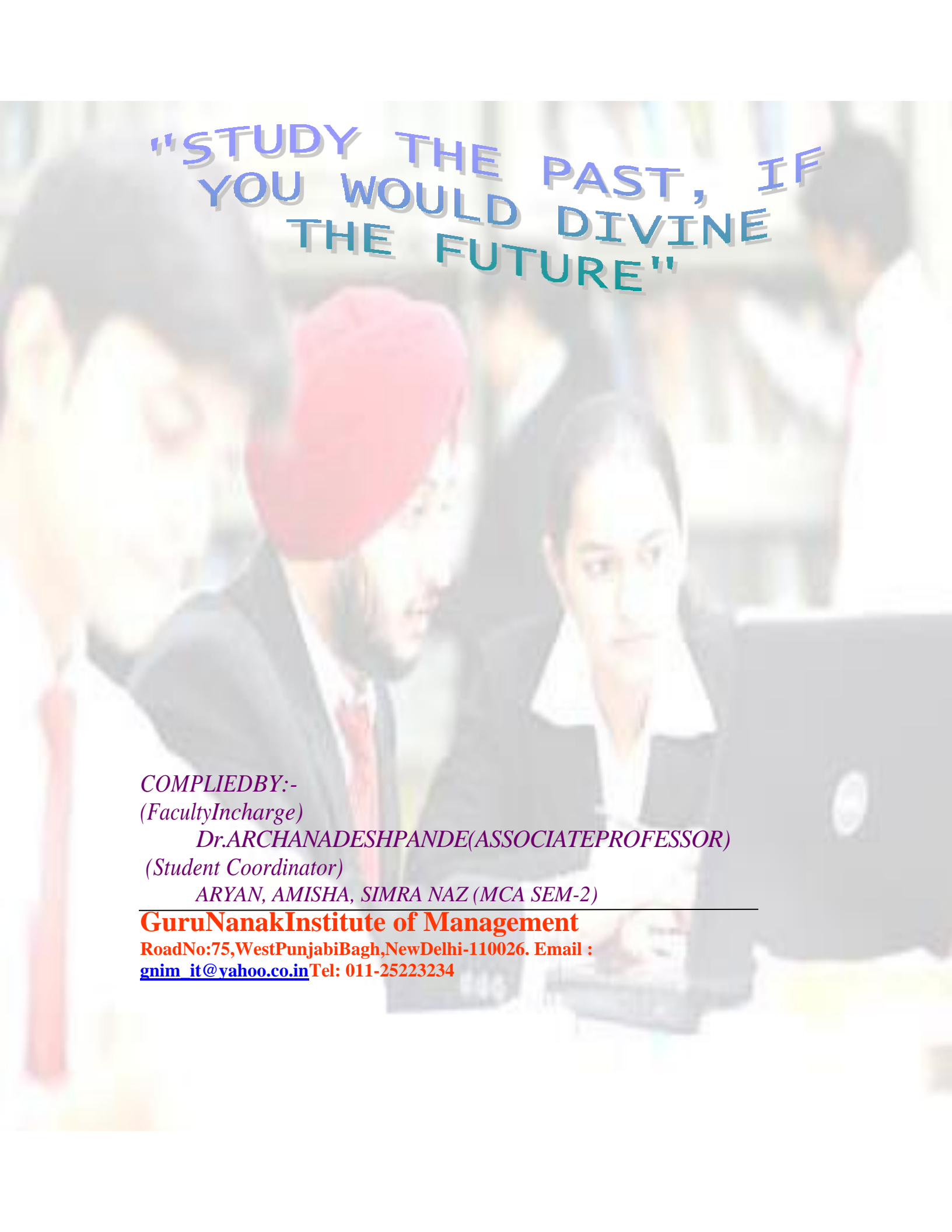
"COGITATION"

A case study is an intensive analysis of an individual unit (e.g., a person, group, or event) stressing developmental factors in relation to context. The case study is common in social sciences and life sciences. Case studies may be descriptive or explanatory. The latter type is used to explore causation in order to find underlying principles. They may be prospective, in which criteria are established and cases fitting the criteria are included as they become available, or retrospective, in which criteria are established for selecting cases from historical records for inclusion in the study.

CASE STUDY



"THOUGHTFUL CONSIDERATION"



"STUDY THE PAST, IF
YOU WOULD DIVINE
THE FUTURE"

COMPLIED BY:-

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