

Mid Term Assignment (Spring 2020)

Program: MBA-90

Semester: 4th

Course: Business Research Method

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Case Study: Isabelle's research dilemma

Part 1.How do you think Isabelle's understanding of theory and method changed in adopting the approach she chose?

Answer:

While selecting the research methodology, Isabelle found that theory in management can be found problematic as management is not a discipline. It is learned through one's experiences in life, their education, their social environment and individual personality. She found that traditional statistical methods did not take into account all the social and individual factors into account when providing results of this research. She therefore chose to do a qualitative research by interviewing the management to understand their future goals, current situation and past experiences to understand how they cope with pressures.

Part 2. What particular knowledge and skills did she develop in preparing this research?

Answer:

In preparing this research, Isabelle understood that the better results can only be obtained by creating interaction between the world of theory and the world of practice. She developed her understanding of differences between quantitative and qualitative approach. To conduct her research she knew that she had to have good interview skills to understand both the interviewee's answers and behavior.

Part 3.What problems do you think she would have anticipated in conducting research into pressure and coping among managers that her literature review may not have identified?

Answer:

The issues she would have foreseen include getting access to managers, which is typically an issue in this kind of research. She would have to interview a number of managers. This would require getting their assent and anticipating a more interview. This kind of qualitative research would ostensibly take additional time than giving out a postal questionnaire.

Furthermore, managers might be hesitant to concede that the pressure they are under can clue to problems. Pressure and adapting among managers could hence be tricky enough in itself, not to mention the various issues featured previously.

- Access to managers
- Time devouring
- Accuracy of Data
- Willingness to share sensitive information

Q2. Explain the following in your own words (with proper references)?

1. Difference between pure and applied research.

Difference between Pure and Applied Research

Pure vs Applied Research:

Pure research is conducted without any specific goal while applied research is conducted with a specific goal in mind.

Aim:

In Pure Research the main aim is to advance knowledge while in applied research the main aim is to solve a specific and practical problem.

Nature:

Pure research is exploratory in nature while Applied research is descriptive in nature.

Theories and Principals:

Pure research identifies new ideas, theories, principals and new ways of thinking while in applied research is based on the theories, principals discovered through pure research.

Findings:

Findings of pure research usually have a future use, not a current use. While Findings of applied research always have a current use.

Reference:

1. "Types of Research." *EResearch Methods*. University of Southampton, n.d. Web. 16 Mar. 2017.

2. Primary and secondary research with examples?

Answer: Primary data is information collected through original or first-hand research. For example, surveys and focus group discussions. On the other hand, secondary data is information which has been collected in the past by someone else. For example, researching the internet, newspaper articles and company reports.

The objective of any study defines whether primary or secondary data is to be collected. For example, if a company intends to enter into women's apparel and wants the Pakistan market size, then it can resort to secondary data like industry reports & newspaper articles while if it wants to study the preference of consumers for a new type of fabric/style, then it must conduct primary research like surveys.

Reference:

1. "Types of Research." *Market Research Methods*. Channel play.

3. What is difference between theoretical and empirical research? Please explain with practical examples.

Answer:

Empirical research is data collecting and summarizing. The simplest summary is a model and the simplest models are held to be truest.

However, models may have non-obvious consequences/predictions. Carrying out investigations into the full implications of a given model is theoretical research.

The definition of theoretical is something that is based on an assumption or opinion. An example of theoretical is lower interest rates will boost the housing market.

Example of Empirical Research: Pharmaceutical companies use empirical research to try out a specific drug on controlled groups or random groups to study the effect and cause.

Reference:

1. Quora.

4. What are the attributes of good research topic? Please discuss in your own words with references.

Answer: Academic Research is defined as a process of collecting, analyzing and interpreting information to answer questions or solve a problem. But to qualify as good research, the process must have certain characteristics and properties: it must, as far as possible, be controlled, rigorous, systematic, valid and verifiable, empirical and critical. The main characteristic for good quality research is listed below:

- It is based on the work of others.
- It can be replicated and doable.
- It is generalisable to other settings.
- It is based on some logical rationale and tied to theory. In a way that it has the potential to suggest directions for future research.
- It generates new questions or is cyclical in nature.
- It is incremental.
- It addresses directly or indirectly some real problem in the world.
- It clearly states the variables or constructs to be examined.
- Valid and verifiable such that whatever you conclude on the basis of your findings is correct and can be verified by you and others.
- The researcher is sincerely interested and/or invested in this research.

Reference:

Research Blog, Tutorials

Q3. Determine which type of research (descriptive, exploratory, explanatory, predictive) applies to the following short cases. Give reasons to your answers.

Answer No. 1.

For said short case the research which can be applied is Exploratory Research, because exploratory research is characterized as an examination used to investigate a problem which is not clearly defined. It is conducted to have a better understanding of the existing problem, but will not provide conclusive results. That will be concentrations on exploring the aspects of poor quality of products and services, competition, or ineffective marketing, and to better understand the factors affecting sales of Fresh bite Company.

Answer No. 2.

The research which can help us for forecast the customers who have the highest probability of buying our product will be Predictive research, because Predictive research concerned with forecasting upcoming actions or conduct: the evaluation of variables at one point in time, so as to forecast an capability assessed at a later point in time.