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①

# Business Research Methods

Q 12 - - 12

Ans Ethic & Research ethic  
The Ps

derived from Greek words ethos which can custom habits, character or disposition. At its simplest ethic is system of moral principles. They affect how people make decisions and lead their lives. Ethics is concerned with what is good for individuals and society is also described as moral philosophy.

Meta ethics deals with the nature of moral judgments. It looks at the origins and meaning of ethic principle. Normative ethic is concerned with the content of moral judgment and the criteria for what is right or wrong. Applied ethics looks at controversial topic like war, animal right and capital punishment.

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There are multiple reasons why it is necessary to adhere to the basic norms of scientific conduct during academic research. The credibility of the scientific community and perception of public to judge and accept new result strongly depends on the authorities of the result that have been public.

The most striking example of how research misconduct can destroy the lives of people is the case of Paolo Macchiarini, a surgeon who became famous for a supposed medical breakthrough that promise to revolutionize organ transplantation. Ethic ~~norms~~ norms is extremely difficult and in some cases drawing a clear line between misconduct and misunderstanding is very difficult. Ethic important role in defining the standards that

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Research methods (3)

Need to be met for research  
ethic and ensuring that they  
met.

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## Research methods ④

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Ans

Data may be grouped into four main type based on methods for collection observation experimental, simulator, and derived. The type of research data you collect may affect the way you manage the data. For example, data that is hard or impossible to replace requires extra backup procedures to reduce the risk of data loss. or if you will need to compare data points from different sources, you will need to follow best practices to prevent data corruption. observation data are capture through observation of a observer or activities, it is collected using methods such as human observation, open ended surveys, or use of an instrument

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Sensors to monitor and records information. Observation data are capture in real time. It would be very difficult or impossible to re-create if lost experimental data are collected through active intervention by the researcher to produce and measure change or to create difficult when a variable is altered, experimental data typically projectable allow the reason to determine a causal relationship and typically projectable to a target population. The type of data are often reproducible, but it often can be expensive to do. Simulation data are generated by imitating the operation of a real world process or systems over time using computer test models. For example to predict weather conditions, economic model, chemical reactions, or social activities.

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Derived data involves using existing data points, often from different date sources to create a new data through some sort of transformation such as an arithmetic formula or aggregation. For example combining GDP and Population Data from the two cities.

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Q 3 - - - A

Ans - Sampling technique Research  
= Product of service -

Sampling is an effective way of obtaining options from a wide range of people, selected from a specific group, in a bid to find out more about a whole group of area.

A sample design provides the framework for gathering the information required the way the sample itself is selected. It covers the method of selection, the sample structure and how to analyse and interpret data once it's obtained.

No estimate taken from a sample has to be an exact number. There will always be margin of error attached to any estimation based on sample.

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Cluster Sampling,

A sample within  
your target demographic can  
be targeted using certain  
demographic groups or clusters  
It's a relatively quick  
sampling technique for those  
looking to conduct research  
without complete population information.  
Convenience Sampling

Arguably the easiest  
form of sampling convenience  
sampling utilizes people who  
are willing to volunteer their  
services, by using subject who  
are readily available for  
questioning. It's possible for  
fielding business with small  
budgets to gather large amount  
of judgement sampling.

It is very deliberate  
selective methods of understanding  
your target population, the opposite  
of random selection, it is very  
useful sampling methods for those seeking



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Valuable illustrative of random selection, its a very useful sampling method for seeking a judgment sampling will also often by smaller than other forms, making it difficult to truly extrapolate Quota sampling.

The aim of this sample of the entire target population. You will do about this by dividing your population using key variables and drawing a sample from each variable.

Pure random sampling:-

With this sampling method every single person with your target population has an equal chance of being selected for questioning. This makes it much easier to determine both the estimate of the population.

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## Systematic Sampling

This is Probability Sampling method in which people are selected from a larger population according to a random starting point and a fixed periodic interval. This technique ensure the sample is spread through the target population.