

## Final Assignment

Course: Business Research Method

Program: MBA-90

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Submission date: 26-June-2020

**Q1. A questionnaire is a tool used to collect quantitative data. In your opinion state and explain some valid points or scenarios where you feel that a questionnaire may be inappropriate or unreliable?**

**Answer:** A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post.

Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people.

Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical.

### **Inappropriate or Unreliable Points of questionnaire:**

- **NAME:** Questions about a candidate's name that indicate marital status or national origin should be avoided.

**Example:** What is your maiden name?  
Formally, do you prefer to be called Ms., Mrs., or Miss?

- **AGE:** The Age Discrimination in Employment prohibits discrimination against those 40 years of age and older.

**Example:** What is your age?  
What is your date of birth?

- **RACE, ETHNICITY, PHYSICAL CHARACTERISTICS:** Unless such information can be shown to be related to job performance, it may be viewed as discriminatory.

**Example:** What is your race?  
What is your height and weight?  
What language do you commonly speak in your household?  
Can you please submit a photograph with your application for identification purposes?

**RELIGION:** A general statement may be made regarding days, hours, and/or shifts worked

**Example:** What is your religious faith?

Does your religion prevent you from working on weekends?

What religious holidays do you observe?

- **CREDIT RATING:** Questions related to credit rating tend to have an adverse impact on minority candidates.

**Example:** Do you own or lease a car?

Do you own or rent your residence (house, apartment, condominium, etc.)?

- **EDUCATION:** On average, minorities tend to have lower levels of education than non-Minorities. Unless related to the requirements of the job, then, such questions are often considered discriminatory.

**Example:** When did you attend high school? College?

In what year did you graduate?

In what clubs or extracurricular activities did you participate while in school?

**HOBBIES, CLUBS, ORGANIZATIONS:** Certain hobbies or organizational memberships may hint at the age, gender, race, or religion of the candidate.

**Example:** What are your hobbies?

Please list all clubs or organizations in which you are a member.

## **Q2. Attempt the following.**

- A. In your opinion explain how important it is to critically review a literature before conducting a research?**

**Answer: Literature Review:** Common in the social and physical sciences, but also sometimes required in the humanities, a literature review is a summary of past research in your subject area.

## **Critically review reason to do this**

### **To Demonstrate Understanding**

In a college paper, you can use a literature review to demonstrate your understanding of the subject matter. This means identifying, summarizing and critically assessing past research that is relevant to your own work.

### **To Justify Your Research**

The literature review also plays a big role in justifying your study and setting your research question. This is because examining past research allows you to identify gaps in the literature, which you can then attempt to fill or address with your own work.

### **Setting a Theoretical Framework**

It can help to think of the literature review as the foundations for your study, since the rest of your work will build upon the ideas and existing research you discuss therein.

A crucial part of this is formulating a theoretical framework, which comprises the concepts and theories that your work is based upon and against which its success will be judged.

A framework made of theories. No, wait. This one's metal.

A framework made of theories.

No, wait. This one is metal. Our mistake.

### **Developing a Methodology**

Conducting a literature review before beginning research also lets you see how similar studies have been conducted in the past. By examining the strengths and weaknesses of existing research, you can thus make sure you adopt the most appropriate methods, data sources and analytical techniques for your own work.

### **To Support Your Own Findings**

The significance of any results you achieve will depend to some extent on how they compare to those reported in the existing literature. When you come to write up your findings, your literature review will therefore provide a crucial point of reference.

If your results replicate past research, for instance, you can say that your work supports existing theories. If your results are different, though, you'll need to discuss why and whether the difference is important.

**B. In your own words state any 5 mistakes a researcher makes while conducting a literature review.**

**Answer: 5 Mistakes of a researcher in literature review:**

**1#. Too descriptive;**

A literature review must go beyond a mere summary of what was reported by other researchers. Look for any drawbacks or limitations in their methodology. Comment on why you may be reluctant to trust their conclusions – perhaps because of a small sample size or vague measurements. That's the criticism that all tutors want.

**2#. Lack of quality sources;**

You are expected to use at least 10 scholarly references per 1,000 words. Most of these should be peer-reviewed articles published within the last three years, with occasional theoretical books and research reports. Textbooks, magazines, newspapers and blogs are not appropriate sources for a literature review.

**3#. A by-article structure;**

It's always a temptation to discuss one article in one paragraph and then proceed to another – this is the easiest way to write a literature review! But do resist it. Along with descriptiveness, the by-article structure is what most tutors disapprove of strongly. Compare and contrast the findings from three or more articles in each paragraph.

**4#. No link to research question**

Using a good range of scholarly sources and evaluating them critically is not enough. Explain how these findings help you answer your research question, what they teach you about your topic.

**5#. Un-grounded statements;**

When critiquing the work of others, it's easy to become judgmental. Back any statements you make with a reference to other sources so your readers can see you're not just expressing a

personal opinion. For example, “Collecting performance data from employees themselves is a problem in this study because it could have resulted in a same-source bias (Saunders et al., 2016)”.

If you experience any difficulties while writing your literature review, try our custom dissertation writing services, tailored to your exact needs.

**Q3: Explain the purpose of a research proposal? How important it is to develop a good research proposal?**

**Answer:** The goal of a research proposal is to present and justify the need to study a research problem and to present the practical ways in which the proposed study should be conducted. The design elements and procedures for conducting research are governed by standards of the predominant discipline in which the problem resides, therefore, the guidelines for research proposals are more exacting and less formal than a general project proposal. Research proposals contain extensive literature reviews. They must provide persuasive evidence that a need exists for the proposed study. In addition to providing a rationale, a proposal describes detailed methodology for conducting the research consistent with requirements of the professional or academic field and a statement on anticipated outcomes and/or benefits derived from the study's completion.

**Purpose of a research Proposal;**

- Develop your skills in thinking about and designing a comprehensive research study;
- Learn how to conduct a comprehensive review of the literature to determine that a research problem has not been adequately addressed or has been answered ineffectively and, in so doing, become better at locating pertinent scholarship related to your topic;
- Improve your general research and writing skills;
- Practice identifying the logical steps that must be taken to accomplish one's research goals;
- Critically review, examine, and consider the use of different methods for gathering and analyzing data related to the research problem; and,

- Nurture a sense of inquisitiveness within yourself and to help see yourself as an active participant in the process of doing scholarly research.

**Importance of develop a good research proposal;**

- It describes how the proposed research is related to prior research in statistics.
- It shows the originality and relevance of your research problem. Specifically, your research is different from other statisticians.
- It justifies your proposed methodology.
- It demonstrates your preparedness to complete the research.

**The End.....**