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Q.NO-1

According to studies ethics is very important topic in any field, explain ethics from research point of view?

ANSWER:ETHICS

Ethics is a system of moral principles, which concern with what is good for individuals as well as for the society too.

Ethics in research are the principles and guidelines that help us to uphold the things we value.

Explanation of Ethics from a Research Point of view:-

* While doing a research about any topic or problem, it teaches us to be honest.

It means that you need to report your research honestly and that applies to your methods, which you have used during a research.

- *: In research, while working others, a researcher should always keep to any agreement and act sincerely.
- *: During conducting a research, researcher should aim to avoid bias in any aspect, including design, data analysis and interpretation.
- *: In research a researcher should take care in carrying out research to avoid careless mistakes. A researcher should review work carefully and critically to ensure that results are up to date. It is very important for a researcher to keep full record of his work done during research.
- *: A researcher prepared to share his data and results, along with any tools that a researcher developed, when a researcher publishes his findings, as this helps a researcher to further knowledge and advance science. A researcher should also be open to criticism and new ideas.

- * : A researcher should not copy others people work and try to pass it off as his own. So Ethics creates respect too during research.
- * : In research Ethics Teaches Confidentiality of others. A researcher should also follow Guidelines on Protection of Sensitive information.
- * : Ethics in research Teaches a researcher should Publish his research to advance to state of research and Unknowledge, and not just to Advance individual Career.
- * : Ethics teaches us that we should follow laws and regulations that govern research work.
- * : If a researcher involves people in research then a research should make sure that to reduce any possible harm to the minimum and maximize the benefits both to participants, and the society.

So Ethics plays a very vital role in research by considering what is good what is bad for the Society and individuals too.

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Qno:2

What do we mean by Time in research and data sets. Explain in detail?

ANSWER

TIME STUDY IN RESEARCH:

Time study may be defined as

"The art of observing and recording the time required to do each detail element of an industrial operation.

Time Study is the examination and analysis of time and motion required to complete a research about any specific topic or problem.

The main objective of time in research is to conduct research within given time of period.

The purpose of research is to discover answers to questions with the object of time period in time.

Time in research is a structured process of directly observing and measuring a research problem using a timing device to establish the time required for completion of the work of research.

The objectives of time in research can be understood by the following points.

- *: Time Study in research increases researcher Planning powers because once a researcher controlled over time during research, then he would be able to reach to a research result on time.
 - *: Time Study in market place for a researcher increases his/her managing capabilities by eliminating raw information or data collected.
 - *: Time study which increases controlling power of a researcher. A researcher should control over miss happening during market study for on time launching products & services.
 - *: Time Study determines both basic time and normal time for a researcher for launching products & services in the society.
 - *: Time Study enable a researcher to determine standard costs of productions, early scheduled during research.
- So, it is the time study which directly determines observation in the human work force in a special task and hence to establish the standard time, written while an average individual working at a normal pace should complete the task using a specified method.

DATA SETS IN RESEARCH:

A Data set is a collection of raw statistics and information generated by a research study.

A data set is a collection of related, discrete items of related data that may be accessed individually or in combination or managed as a whole entity.

A data set is organized in to same type of data structure.

Data sets divided in to the following categories.

1: BIG DATA:

That data that will not practically fit in to a standard data base for analysis and processing -

2: TIME STAMPED DATA:

Time stamped data is a data set which has a concept of time ordering defining the sequence that each data point was either captured or collected.

3: MACHINE DATA:

Machine data is the digital, created by the Systems Technologies Powering modern business.

4: OPEN DATA:

It refers to such type of data that is freely available to anyone in terms of its use and rights to republish without restrictions from copy right, patents, or other mechanism of control.

Qno: 3

If you are a marketer which Sampling Technique will suit you best in your research for product or service success?

ANSWERSAMPLING:

In research terms a sampling is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalise the findings from the research sample to the population as a whole.

It is very hard job for a researcher to study over all population for generation best research result.

Therefore a researcher selects subsets of the population regarding study according to research subject. It is the sampling method which makes research easier and very successful.

Example:

I want to know about students opinion regarding INU Peshawar management, for this I suppose that there are 6000 students in this university. It is very difficult for me as a researcher to get all of their opinion about management of INU Peshawar Management.

For this I would select subset of about 600 students opinion whether they are satisfied or not from IIRU Peshawar Management.

So it means that $\frac{600}{6000}$ 0.1% students have given negative response towards IIRU Peshawar Management Section.

SAMPLING TECHNIQUE THAT WILL SUIT ME TO LAUNCH PRODUCT OR SERVICES IN MARKET PLACE:
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As there are various types of probability and non probability sampling but in my opinion I would like to chose cluster probability sampling before launching my products or services in market place.

Cluster Probability Sampling:

With cluster probability sampling the researcher divided the population into groups called cluster then a simple random sample of cluster is selected from the population.

In such type of probability sampling a research conducts his analysis on data from the sample clusters.

So I would not like to launch my product at Bannu city.
 on other hand for the same product I have chosen Peshawar city for launching my product. for this I have collected data again and come to the result that Peshawar city is best suited for my product rather than Bannu.

So, it is the cluster sampling which enable me not to launch product in Bannu city because it will cause failure of my product selling power. And on other hand it guided me that Peshawar is best for my product sales.

So, I am in the favour of using cluster sampling for the success of product.

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