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PAPER: RESEARCH METHODOLOGY

QUESTION 1

PART A:

DIFFERENTIATE BETWEEN SEARCH AND RESEARCH:

SEARCH: *Search is when we try to find something which is unknown to us. In this process we only use our eyes and not mind.*

RESEARCH: *In research we mostly try to collect information about the known things. It is to know about the thing in more detail and to reach the facts and new conclusions. In more simple words we use our minds and need more thinking in the very process.*

PART B:

WHY IT IS NECESSARY TO KNOW ABOUT DIFFERENT METHODS IN RESEARCH METHODOLOGY?

ANSWER:

A research is not a clear path. To know about different methods in a research methodology has a great effect on the research. Using different methods and different research designs helps in providing stronger evidences and the research has a huge and greater measure of validity. Therefore, one has to follow a specific path of some kind, the one which seems more appropriate.

QUESTION 2:

PART A:

EXPLAIN THE FOLLOWING:

(1)   EPISTEMOLOGY:

The word epistemology has come from two Greek words, ''Episteme'' which means knowledge and ''Logia'' means study, science.
It is known as the branch of Philosophy, also called the study of knowledge. Some says it is justified, true belief which means the person must be able to justify the claim, and that claim must be true and the person must believe in it.

(2)   METHODOLOGY:

Methodology is the scientific approach which is also systematic and logical. Methodology simply means the study of method. Sometimes it usually means a set of methods. So, basically it is more comprehensive. It's not a specific method, it is a general approach. In order to work on a product management, we need a specific method. Methodology is the justification for using a particular research method.

PART B:

DIFFENTIATE BETWEEN QUALITATIVE AND QUANTITATIVE METHODS OF RESEARCH:

QUALITATIVE METHOD:

It allows you to formulate a hypothesis and this data collective will mainly be expressed in words. It requires a smaller size. The data is analyzed by summarizing, categorizing and interpreting. Qualitative methods are focusing on things that are up to discussion and debates. It describes a lot of things. It will use surveys, observations and interviews. It will look for language and religion. It asks questions which deals with 'what' and 'how', it asks for an open ended question.

QUANTITATIVE METHOD:

It allows you to test hypothesis so you can expect to see data collective with this approach will mainly be expressed in numbers. It also requires a larger sample size. These numbers are then analyzed to a math, statistical analysis. It deals with definitively proven something. For example, a Geographer is looking at an area, he is going to look for its economic data, the political description, population background through age, gender,

the things which are concrete and are based on facts, and you cannot break or dispute them.

QUESTION 3…..

ANSWER:

Being a mayor from the above statement that the chief has combined 12 area captains and 103rd volunteer participated due to these patrol officers crime rate has been decreased to 5% between September to December. Now the chief has applied this experiment in the whole city. So being a mayor you decide what will you do? Now the chief wants to make some money and implement the programme in citywide. Also the programme requires huge finance so it's impossible to implement it in citywide. Moreover, we can use alternative ways for crime deduction by installing CCTV cameras in the whole city. It has the benefits that citizen will get undisturbed and will be more secured.

Hence, all things are predicted so it is prediction type survey.