



ASSIGNMENT:
"RESEARCH METHODOLOGY"

EXAM SESSION:
Mid Term April, 2020

SUBMITTED By:
Mr.Dost Muhammad

ID/Roll No.
16913

SUBMITTED To:
Dr.Muhammad Farooq Jan

DEPARTMENT OF BUISNESS ADMINISTRATION
IQRA NATIONAL UNIVERSITY HAYATABAD MAIN CAMPUS
PESHAWAR

Answer to Question no. 01:

Ethics in Research:-

Ethics is a system of moral principles which concerns with what is good for individuals & us well for the Society too.

While we doing a research about any problem, subject or any organization we should keep in mind these moral principles to go beyond the research topic.

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

* Explanation of Ethics from a research point of view:

Ethics in research can be easily understood by the following points:

① Honesty:- While doing a research about any topic or problem, it teach us

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

(2) Integrity:- In research, while working with others, a researcher should always keep to any agreement and act Sincerely.

(3) objectivity:- During conducting a research, researcher should aim to avoid bias in any aspect, including design, data analysis and interpretation.

(4) Carefulness:- In research a researcher should take care in carrying out research to avoid careless mistakes. A researcher should review his 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.

(5) Openness:- A researcher should always be prepared to share his data and results, along with any tools that a researcher developed, when a researcher publish his findings, as this helps a researcher to further knowledge and advance science. A researcher should also be open to criticisms and new ideas.

(6) Respect:- A researcher should not copy others people work and try to pass it off as his own. A researcher should always take permission before using other people tools or methods, unpublished data or results. So, Ethics creates respect for doing research.

(4)

(7) Confidentiality:- In research Ethics teaches Confidentiality of others. A researcher should respect anything that has been provided in confidence. A researcher should also follow guidelines on protection of sensitive information.

(8) Responsible Publication:-

Ethics in research teaches a researcher should publish his research to advance to state of research and knowledge, and not just to advance individual careers. A researcher should not publish anything that is not new, or that duplicates someone else's work.

(9) Legality:- Ethics teaches us that we should follow laws and regulations that govern research work.

(10) Human Subject protection:- If a researcher involves people in research then a researcher 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 and what is bad for the society and individuals too.

(6)

Answer to Question no. 02

Time Study in Research:-

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

Usually it is the duration of study to complete a research.

Time Study consists of the process of observing and recording the time required to perform each element of an operation so as to determine the reasonable time in which the research work should be completed.

Time Study introduced by Frederick Winslow Taylor followed by Frank Gilbreth along with his wife Lillian.

Objectives of time in research:-

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 for a successful researcher:-

(1) Increase in Planning Capabilities:-

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.

(2) Increase in Managing Activities:-

Time Study in market place for a researcher increases his/her managing capabilities by eliminating raw informations or data collected.

(3) Increase in Analyzing Capabilities:-

If a researcher studies market for launching products or services then time study force him/her to analyze the data collected about market so that nothing should be eliminated or left through the process which is very important or will be important.

(4) Increase in Controlling Functions:-

It is the time study

(9)

which increases controlling Power of a researcher. A researcher should control over miss happening during market study for our time launching products & services.

(5) Basic time / Normal time:-

Time Study determines both basic time and normal time for a researcher for launching products & services in the society.

(6) Helpfull in determining Standard costs:-

Time Study enable a researcher to determine Standard costs of productions, easily scheduled during research.

So, It is the time Study which directly determines observation the human work force in a speard task and hence to establish the standard time, within which

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 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 some ~~type~~ type of data structure.

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

Data sets divided in to the following categories:-

(1) Big data:- That amount of data that will not practically fit in to a standard database for analysis and processing.

(2) Time Stamped data:-

Time Stamped data is a dataset 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 exhaust 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 mechanisms of control.



Answer to Question no-03:-

Sampling:- It is very hard job for a researcher to study over all population for generating best research result.

Therefore a researcher selects sub sets 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 5000 students in this university, it is very difficult for me as a researcher to get all of these opinions about management of INU Peshawar. For this I would select subset of about 500 students' opinion whether they are satisfied or not from INU Peshawar management.

So, it means that $500/5000$ 0.1% students have given negative response towards INU Peshawar management section.

Sampling technique that will suit me to launch products or services in market place:-

As there are various types of probability and non probability sampling but in my opinion I would like to choose cluster probability sampling before launching my products or services in to market place.

Cluster Probability Sampling:-

With cluster probability sampling the researcher divides the population in to groups called clusters then a simple random sample of cluster is selected from the population. In such type of probability sampling a researcher conducts his analysis on data from the sampled clusters.

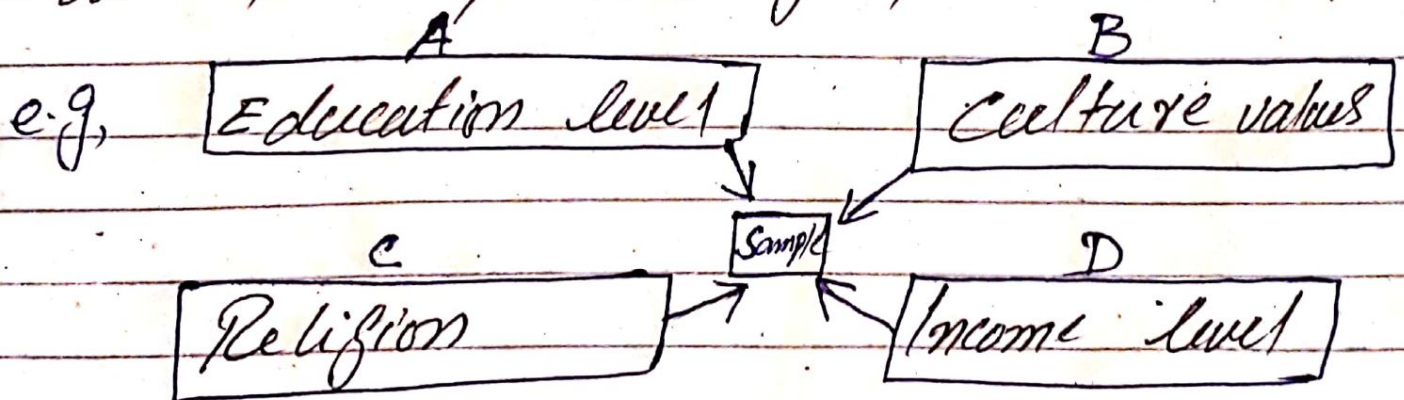
e.g, "I want to launch iPhone mobile sets in Banna city"

For this I would collect data about the behavior of people living in Bannu city regarding my product.

I would collect data about the culture, religion, income level and as well about awareness of Bannu people.

As my product will not harm these culture and religion norms, and as my product is according to their income level and they are well aware about the product.

So, for this I would divide the whole population of Bannu city into four (04) groups:



After careful study I came to the result that my product will not harm the cultural & religious values and the people of Bannu are well aware about the product but their income level is most

The people are very poor they can't afford iPhones. 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.

