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Subject :- Business Research method

### Mid term Assignment.

Q1 Read the case study and  
Answer the questions.

(i) How do you think Isabella's  
..... ?

Ans Isabella became increasingly  
aware of alternative  
approaches to research  
other than more traditional  
one associated with  
positivism. She conceived  
this alternative approach  
using a more qualitative

②

method that could be rigorous and have some practical relevance.

She argued that research on managers could be more valid and meaningful if she adopted a more qualitative approach.

(ii) What particular knowledge and skills did she . . . . ?

Ans Researching requires knowledge and understanding of in depth interviews and careful use of secondary data.

She developed a technique pioneered by Bertaux (1995).

She also developed ethical knowledge and



skills, because problem could arise when you are doing life history interview.

~~She~~ Issabela also developed the skill of ending the interview sensitively.

(iii) What problem do you think she would have anticipated?

Ans The problems she would have anticipated including getting access to managers she would have to interview a number of managers. The problem she would anticipate

- access to manager
- Time
- Accurate information
- Sharing of sensitive information

Q#2 (i) Differentiate between Pure and applied research?

Ans Pure research:- It is a knowledge based research. This kind of research is done when you want full understanding of something or phenomenon.

Application of pure research could be or could not be near future.

Applied research:-

A research which is expected solve a problem is applied research. It aims to acquire knowledge.

For example:- Research on corona, Covid-19



Nirrus is applied research.

(ii) Primary and secondary research:-

Primary research:-

Ans Primary research is that in which you collect original data in form questionnaire, interviews etc, and is conducted for 1st time.

For example:- I want to do a research on ~~the~~ what are the ~~problems~~ of govt schools in our area?

Now in this research I will use my own data, I will go to schools and collect data this is ~~the~~ primary research

Secondary research:-

Secondary research is that in which data ~~from~~ already collected from other sources is used. The research is also previously conducted.

(iii) Theoretical and Empirical

Ans Theoretical research:-

Theoretical research is a logical exploration of a system of beliefs and assumption. This type of research is theorizing or defining something.



## Empirical research:-

Empirical research includes empirical data and evidence, practical research is empirical like research on black holes is empirical.

(iv) Attributes of good research topic:-

Ans Some attributes of good research topic are given below:

- i) It must be clear
- ii) It should be well defined
- iii) It should not be obsolete
- iv) It should be realistic
- v) The shorter the topic, ~~the~~ the more precise and clear.

Q#3 Which type of research

① Fresh bite

Ans Explanatory research can be applied to this case study, because the appointed researcher would explain why the sale has been declined.

② You have business

Ans ~~Descriptive~~ Predictive research would be applied to this case because we are predicting future event.