**Advance Research method**

 **Mid term assignment**

 **Name : Ajmal**

 **ID : 16573**

 **lecturer : sir wajahat gul**

**Q NO 1 PART 1 : How do you think Isabelle’s understanding of theory and method changed in adopting the approach she chose?**

Solution : Isabelle's wanted to not use this approach because she knew that this method has already been used by number of students i their dissertation(thesis or paper) second she wanted to get away from statistical analysis of examining pressure on manager using positivistic approach she also thought this approach ignored managers biography which is important element in understanding how managers coped with pressure by statistical analysis it mean mode medium average standard deviation R and Square and so on.

**Q NO 1 PART 2 : What particular knowledge and skills did she develop in preparing this research?**

solution: Isabella decided to use in-depth interview as primary source so that she can study the lives of her participants over period of time in addition she starts using qualitative method rather than quantitative as she would use life stories and family histories because it is more holistic

by holistic it mean the research which cover all aspect or as whole.

**Q NO 1 PART 3: What problems do you think she would have anticipated in conducting research into pressure and coping among managers that her literature review may not have identified**

**SOLUTION:**

problems she might face in social structures that would constraints, barrier or restriction which could prevent someone from telling their past life experiences and life stories that is basically the problem.

**Q no 2 part 1(A):**

**Difference between pure and applied research.**

**1 pure research:**

pure research is basically knowledge based or for generating

knowledge .

it also use to get understanding about particular phenomena or an event.

application of knowledge may or may not be use in near future .

this type of research is very basic in nature.

while conducting pure research the researcher need to be creative and at very smart level .

**2 Applied research:**

it aim to gain knowledge.

applied research is used to solved a critical or particular problem in any organization or somewhere else.

applied research is useful in R&D or research and development purpose

so the main difference is pure research is knowledge base while applied research is problem solving

**References note provided by sir wajahat gul lecture no 2 i used that material book business research method by uma sekaran.**

**16573**

**Q no 2 part 2(B):**

**Primary and secondary research with examples?**

**1: primary research:**

primary research is also known as basic research in which e are generating new body of knowledge it the collection of original data.

example : interview , questionnaire , surveys.

**2 : Secondary research :** is the research which already exist or primary research comes secondary research when someone want to investigate farther in primary research so that primary research will be secondary for that.

example can be article, journal, books ,news.

references: second lecture by sir wajahat gul.

**Q no 2 part 3(C): What is difference between theoretical and empirical research? Please explain with practical examples.**

**theoretical research**

Theoretical research is a type of research in which you define, exploring and identifying as well as familiarize the system of belief and assumptions by using your own logic. for example, if corona virus spread throughout the region, people will suffer extremely hard suffocation.

Empirical is the type of research in which you basically rely on evidence obtained from the incidental area of through observing and collecting data by different data collection method. This type of research is more systematic and scientific Empirical research is using rather concrete evidence and information than other form of research for example, when an airplane crashed it is necessary to observe the different aspects incident and check the cause and prose it. Another example of empirical research is measuring the levels of noise pollution found in an urban area to determine the average levels of sound exposure experienced by its Citizens. Here, the researcher may have to administer questionnaires or carry out a survey in order togather relevant data based on the experiences of the research subjects.

<https://www.sciencedirect.com/topics/computer-science/theoretical-research>

<https://www.formpl.us/blog/amp/empirical-research>

**Q no 2 part 4(D): What are the attributes of good research topic? Please discuss in your own words with references**

a good research topic must have following qualities

**1: clarity**

it is one of the most important quality that your topic should be clear or have a clarity that anyone can understand the nature of the research or what you indicate in your research the research topic must have single purpose or single explanation so the people will not diverted from the original idea.

 the research topic must be clear to the researcher as well in case of any question he will be able to answer

the topic may also be clear from any indefinite or ambiguity .

**2: well defined**

a will define topic will give you guarantee that the research will be successful research some time researcher make topic in way which give double meaning or impression there for a research topic must be will defined so that will be essay to understand.

**3: the language**

the researcher must use sample words as compare to the technical words that everyone can understand it.

the technical words may also be used where it required other than that sample word should be used.

one another point researcher must also use ethical language by ethical it mean follow all norms and value .

**4: the titling**

research problem should follow all rule and regulation of titling the rules are you can use sentences case or case title case title mean the first letter must be in capital words simply following of all grammar and punctuation( full stop, question mark, colon, comma etc).

**5: current importance**

researcher must think while selecting topic about it benefit obsolete topic may not give benefit to all .

the topic must be according to current needs and importance you may also think the topic which is selected by researcher will provide benefit in the related field in which the research or the study is been conducting.

**6: topic must be on your interest**

by interest it mean you like the topic and availability of resources physically , financially and time in which you may complete the research so it one of most important element.

References: <https://www.google.com/amp/readingcraze.com/index.php/what-are-the-qualities-of-a-good-research-topic/amp/>

**Q3. Determine which type of research (descriptive, exploratory, explanatory, predictive) applies to the following short cases. Give reasons to your answers.**

**Q no 3 part 1(A): case study A Fresh bite is a one and half year old e-commerce start-up company.**

**solution:**

The exploratory type of research is applies to the fresh bite company case study because we know exploratory research is taking place when there are no or little idea or when there are no earlier or previous knowledge of a phenomena .

in this case study the sale was decline because or due to lack of historical data .

which indicate that the company war not having an idea or knowledge about historical data there by company inquired losses .

**Q no 3 part 2(B):**

**solution:** in this type of case study the predictive research is more suitable and applies because in predictive research we are going to forecast the future or any future phenomena

in this case study thy also forecast their customer which will buy or purchase their product mostly.

16573