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**Question no 1**

**Basic Research:** Basic research is done for newly occurring problems ,to understand the problem that occur in an organization and find new methods to solve them is called basic research, also known as pure research, firstly the knowledge is generated and then it is applied in organizations for problem solving.

**Example:** a research about students and stress ,how stress, emotions affects the academic progress of students.

**Example:** An investigation into the main elements of brands and branding.

**Applied Research:** applied research is the research that is done before for some problems and is already existed , by using that data of the research we solve the specific problem existed in the organization by using the existed research.

 **Example :** a study conducted in a way to control the turnover rate of employees in an organization

**Example:**An investigation is done to improve the motivation of staff member in a 5 star hotel

 **Question no 2**

**Conducting Exploratory research:** Exploratory research is done for better understanding of the situation.

**Diagnose a situation:** we need to find out what the problem, gather information to find out the problem. managers face different situations in which they don’t know about the problem and having problems in decision making. For example,the marketing manager of cheetos company can only find out that the sales are down but he don’t know the real reason behind it and don’t know how to solve the problem Sales could be down because of active competition among the brands , poor marketing or some other reason there are a lot of factors included. That’s why its important to find the solution because a lot of money could be wasted on research on irrevelant problems

**Screening of alternatives**A manager can face such problems in which there are two alternatives and the manager cant decide which one to choosewhen this kind of problem arrives exploratory research can help in removing alternatives to help in the decision making. For example, exploratory research can help removing the names considered by the organization for the new brand or product line. The main focus is to remove the names so that less names will be available can will be easier to choose among them.

**Discovering new ideas:**some managers find it difficult to come to the conclusion of the problemthe problem maybe the brand dominates the sale, such as max brand vaseline, and new methods need to be found for the brand to increase sales. Maybe the problem is finding the best way to interact a product interest, like the moistness of Duncan Hines cake mixes. Whatever the situation, managers turn to exploratory research to make or find new ideas that might solve the problem.

**Some common methods of exploratory research**

* Surveys
* Interviews
* Focus groups
* Observations
* Online research
* Literature research
* Case study research

 **Question no 3**

**Correlational research:** it involves collecting data to find out and to what standard the relationship between two measurable variables exists.

 **Determine purpose: a)** direct the relationships, Show relationships between two variables there by showing a cause and effect relationship.

b) ) it can predict the outcome of a future event or make an end result of an variable.

EXAMPLE: Why are some students aggressive? : Aggression is learned from modeling Correlations measure the association, or co- variation of two or more dependent variables, Test: Look for associations between aggressive behavior and Hypothesis.

**Limitations:** cannot indicate cause and effect, it does not prove nor disprove that the relationship is cause and effect relationship. These studies are conducted for testing accuracy and it predicts the validity of instruments used for division making concerning selection of individuals for likely success in a specific job.

As it describes the current situation so it is called descriptive research but the difference is in the nature of condition studies.

It describes the quantitative terms the degree to which the variables are related.

: Correlational research involves collecting data to determine whether and to what degree, a relationship exists between two or more quantifiable variables.