

## **Question No.01**

### **Independent variable:**

A variable whose variation does not depend on that of another.

### **Example:**

If we take research model impact of motivation on project success.

Motivation in this model will be independent because it does not affect by other variable.

It is a variable that stands alone and isn't changed by the other variables.

How old a person is his age is independent variable. Whatever the situation is may any changes happen but it would not affect the age of an individual the age of a person will increase every year.

### **Dependent Variable:**

A variable whose value be influenced by on that of another.

## **Example:**

In the model

“Impact of benefits on job retention”

Job retention is a dependent variable because it depends upon the benefits employees getting from an organization.

In real life example the health of a person depends upon the diet he is taking. Health is dependent variable here because it depends upon the diet.

## **Moderating Variable:**

A moderating variable is a third variable that affects the strength of the relationship among a dependent and independent variable. In association, a moderator is a third variable that affects the correspondence of two variables.

It may be qualitative and quantitative.

## **Example:**

For example, psychologist counseling plays role moderator variable between stress and health of a person.

Moderator strengthen or weaken the relationship of two variables.

## **Question No.02**

### **Quantitative Method:**

The data formed are always numerical, and they are evaluated using mathematical and statistical methods. If there are no numbers involved, then it's not quantitative research.

### **Example**

Increase in the numbers of senior's management as it in numbers it can be calculated so it's quantitative. Though, even phenomena that are not apparently numerical in nature can be examined by quantitative methods.

### **Sources of Quantitative Data**

#### **The most common sources of quantitative data include:**

- **Surveys**, whether conducted online, by phone or in person. These rely on the same questions being asked in the same way to a large number of people.

- **Observations**, which may either involve counting the number of times that a particular phenomenon occurs, such as how often a particular word is used in interviews, or coding observational data to translate it into numbers.
  
- **Secondary data**, such as company accounts.

## **Qualitative Research**

Qualitative research is any which does not include numbers or numerical data.

It often contains words or language, but may also use pictures or photographs and observations.

Qualitative analysis results in large data that provides an detailed picture and it is principally useful for exploring how and why things have occurred.

## **Sources of Qualitative Data**

Even though qualitative data is much more general than quantitative, there are still a number of common techniques for collecting it. These include:

- **Interviews:** which may be structured, semi-structured or unstructured.
- **Focus groups:** which include several applicants debating an matter.
- **Postcards:** or small-scale written questionnaires that ask, for example, three or four focused questions of members but permit them space to write in their possess words.
- **Secondary data:** containing diaries, written accounts of past occasions, and enterprise reports.
- **Observations:** which may be on site, or underneath ‘laboratory conditions’, for example, wherever members are requested to act a condition to demonstrate what they might do.

### **Question No.03**

Interviews are appropriate to conduct after passing the candidates through different filters and shortlist them on basis of them.

These filters are may be the general shortlisting by going through their academic and professional background. After going through that an organization can take written exam

The candidates who pass through all these steps, an organization get candidates of their need and can interview them from final hiring.

Depending upon position organizations may take multiple interviews starting from unit head to Group head.

#### **For Example**

If we are hiring three persons who are best suitable for the position of branch manager. We will firstly short list the candidates then go through a little written exam it will give us about 15 best suitable candidates from which we can select 3 best candidates through interview.

#### **Pro's of interviews**

The main advantages of interviews are:

- They are suitable to gain comprehensive data about personal feelings their insights and thoughts.
- They permit more in depth questions to be examined

- They generally attain a high response rate
- Respondents' own words are recorded
- Uncertainties can be explained and unfinished answers followed up
- Specific language can be personalized to accused and exact meaning of questions explained interviewees are not influenced by others in the group
- Some interviewees may be fewer self-conscious in a one-to-one situation.

### **Con's of interviews**

The main disadvantages of interviews are:

- They can be highly time taking Interviewing, copying, analyzing, feedback, recording
- They can be very costly
- Different interviewers may recognize and transliterate interviews in several ways.