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SUBJECT = Advance research method

MID TERM ASSIGNMENT

**Q1. Read the case study carefully and in your own words answer the questions at the end.**

1. **How do you think Isabelle’s understanding of theory and method changed in adopting the approach she chose?**

**Answer:**

**Isabelle understands that which kind of approach she chooses for her research she knows about the positivism, interpretivism and etc. She thinks about which approach will work for her research. She knows about the positivist have social reality and as external and objective .positivist believe that different researchers observed the same problem have generate. Isabelle knows about qualitative and quantitative the most important thing is here is to find the best way to address the problem. In term of different method she will choose the qualitative approach instead of quantitative.**

**2. What particular knowledge and skills did she develop in preparing this research?**

**Answer:**

 Isabelle develop that how I can develop my research she use the different kind of research approach and she knows that how hard is to selecting the research approach for her research . Isabelle choose the quantitative techniques for there research she develop that quantitative research is more scientific from qualitative therefore its more trustworthy .Quantitative date provides objective information which can be used in scientific assumptions. Isabelle get the knowledge how she can take interview how to structure the question .And how to gather all information for her research.

**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.**

**Answer:**

There could be problem on interviews. first, she might have trouble approach certain managers who she wants to interview, especially those whose work in big company and busy with their work, secondly interview may not response accordance with the way she planned , then the result can be unproductive, meanwhile sample size can be not too small support her points. Additionally she could also carry on a survey among managers, in this way sample size can be much bigger and process.

**Q2. Explain the following in your own words (with proper references).**

1. **Difference between pure and applied research.**

Answer. The difference between pure and applied research are given below.

**Pure research**:

Pure research we can say it is the source of most new scientific ideas and ways of thinking about something.

**Example:**

Newton law of gravity that how the apple is falling Newton research and he knows that there we have the gravity which is falling the apple .Newton research know about the gravity (new idea with scientific ways) and thinking about new theories etc.

**Applied research**:

Applied research we can say it is scientific study and research that seek to solve practical problems. These research solve everyday often have impact life, work, health, and overall well-being.

**Example:**

for example there we have unemployment .we have start new businesses to give job . We can say if there is any problem in society problem for example in education, health, etc we used applied research

**(References**: **YouTube channel zpz education**)

**2. Primary and secondary research with examples?**

**Primary research**:

It is the first hand research which information and answer questions that have not been asked before. Primary research is typically more time consuming and has higher associated costs,

**Examples:**

**We have some of example in which we can gather our primary research**.

* Interviews (telephone or face-to-face)
* Surveys (online or mail)
* Questionnaires (online or mail)
* Focus groups

In this we can gather our primary research data.

**Secondary research:**

It is the 2nd hand data .Secondary research is a type of research that has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry.

**Examples: there we have some of example in which we can gather our secondary data.**

Common **examples** of **secondary research**

* include textbooks,
* encyclopedias,
* news articles,
* review articles,
* published academic papers,
* government documents,
* statistical databases,
* and historical records

**(Reference: business owner’s playbook, the Hartford**)

**3. What is difference between theoretical and empirical research? Please explain with practical examples**

**Theoretical research:**

**Answer:**

**Theoretical research** we can say it is logical exploration of a system of beliefs and assumptions. This type of research includes theorizing or defining how a cyber system and its environment will behave and then explored or playing out the implications of how it is defined.

**Example:**

First example of theoretical research is the housing market will boost with the lower interest rates.

2nd example we can say the impact of covid-19 on Pakistan’s Economy

**Empirical research:**

**Empirical research** we can say it is observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief.

**Example:**

the good example is the thermometer will show different temperatures for every each individual who observes it. More examples is to study effect of a new drug on specific group and field of medicine etc.

**(Reference: from Google website Penn state university library**)

**4. What are the attributes of good research topic? Please discuss in your own words with references**

**Answer:**

**Attribute of good research topic**

There we have some of attribute of good research

1. **Objective.**

A good research must answer the research question the good research know about the there Question

**2.Control** .

A good research has able to control all variables. the selection variables of a good research we know about our variables.

**3. General ability**.

The good research has general ability to generate similar result when used other method

**4. bias free**.

Research should be free from personal bias. It should be based objective and not on subjective matter.

**5. Systetematic**.

A good research study has various well planned steps example the step must be interrelated with each other and step should lead to another.

**(Reference: From Google image** )

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

**Q1.Answer:**

In this short case this type of problem is solved by exploratory research because in exploratory research we can investigate a problem which is not identify . in this short case study the problem occur in sales after one year they don’t know why the sales is decrease for this kind of problem they will use exploratory research method to solve there problem why the sale is decrease . Know they will check there product and services, competition, or ineffective marketing, and to better understand the factors affecting sales.

**Q2.Answer**

In this short case study it tells about future sell forecasting. There for we can use this type of research predictive research because predictive research concerned future forecasting future events or behavior.