**FINAL TERM ASSIGNMENT**

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**Business Research Methodology**



**Q1:**

Questionnaires are used to carry out research based on quantitative data collection; questionnaire is a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study. It is very useful tool for collecting data, but there are some scenarios where its use is limited. Some of them are stated below

* One of the limitations of the questionnaire is that it can only be administered to subjects that have sufficient education. Complex questionnaires that require extensive written answers can be used on a very small percentage of the population. For example Educational questionnaire is limited to the knowledge of the subject in which the research is carried out.
* In questionnaires the respondent is limited to a numbers or choices of answers, the respondent may have a different answer to question asked which can be answered finer than YES or NO.
* Sometimes the respondent misunderstands a question in a questionnaire or writes his answer without hesitation, very little can be done to correct it. In this view there is no possibility to repeat the questions, to explain them or to ask for an explanation of a certain answer.
* Another limitation of the questionnaire is that the researcher / investigator are not in a position to differentiate the subject-based stimuli or the social environment according to his or her design.
* Sometimes the respondent may not be the suitable person to carry out the questionnaire in the way it is supposed to be carried out. For example the respondent may have hearing problems, or may be blind and may not be educated enough to understand the questionnaire and its purpose.

Q2:

**A:**

A literature review is a descriptive, analytic summary of the existing material relating to a particular topic or area of study. The literature review process involves a systematic examination of prior scholarly works.

In my opinion literature is reviewed before conducting a research to:

1. **To Demonstrate Understanding:**

Literature review is used to demonstrate the understanding of the subject or topic on which the research is to be conducted. This means identifying, analysing and critically assessing past research works conducted relevant to the work.

1. **To Justify The Research:**

Literature review carries huge role in justifying your work and determining the research question. Literature review of past researches enables you to identify the blank spaces in past works, which can be filled by the new research.

1. **To avoid Incidental Plagiarism:**

Imagine this. You have written a research paper, a technical article on the part of your specialty, without reviewing the manuscript. When you are about to publish a text, you will quickly discover that someone has already published the article on a topic similar to yours. Of course, you didn't steal anything from this post. However, if and when you publish your work, people will doubt your authenticity.

1. **Setting A Theoretical Framework:**

It can help of the literature review as the foundation of your research work, since the rest of your work will build upon the existing researches and works you discuss therein. A crucial part of this is formulating a theoretical framework, which comprises the concepts and theories that your work is based upon and against which its success will be judged.

1. **Developing A Methodology:**

A review of the literature before research even suggests that similar studies have been conducted in the past. By reviewing the strengths and weaknesses of current research, you can ensure that you will be able to improve your work. Use the most appropriate methods, data sources, and analytical techniques.

1. **To Support Your Own Findings**:

The quality of any results you make will depend to a certain extent on how they compare with those stated in the text. When it comes to listing your results, your book review will also bring important points about engagement.

If your results are consistent with previous research, for example, you can say that your work supports the assumptions that exist. If your results are different, you must explain why.

**B:**

Following are some common mistakes that researchers make in conducting literature review

1. **Too Descriptive:**

Written reviews will go far beyond the compilations made by other researchers. Look for any drawbacks or limitations on their system. Explain why you may be reluctant to agree with their conclusions - perhaps because of the small size or the obvious. That is a criticism that all teachers need.

1. **Lack of Quality Sources:**

Researchers are expected to use numbers of scholarly references at least 10 per 1000 words. These references shouldn’t be published more than 3 years from the date. Textbooks, magazines, newspapers and blogs aren’t the appropriate sources to mention.

1. **A By-Article Structure:**

It's always a stimulus to discuss one paragraph of an article and then move on to another - it's the easiest way to write a literary review! But fight them. Along with the explanation, the structure of the articles is the same that most tutors strongly reject. Compare the results of three or more articles and write it in one paragraph.

1. **No Link To The Research Question:**

Using a good range of scholarly sources and evaluating them critically is not enough. Explain how these findings help you answer your research question, what they teach you about your topic.

1. **Un-Ground Statements:**

It is easier to be decisive when criticizing the work of others. Support your data from other sources so that readers can see that you are not only expressing a personal opinion. For example, "Collecting self-performance data from employees in this study is difficult because it can lead to the same resource bias (Saunders et al., 2016)."

Q3:

**Purpose of Proposal:**

The research proposal aims to convince others that the student has a valuable research project and that the researcher has the competence and work plan to complete it. In general, the search proposal must contain all the major elements involved in the research process. The proposal should contain sufficient information to say that the student has an important research idea, that the researcher has a good understanding of the relevant literature and key issues, and that the methodology is sound. The research proposal provides a coherent and concise outline of the intended research. This allows students to assess the originality of the proposed topic.

**Importance of Proposal:**

* A good research proposal is able to give an overview of the research project so that other people can understand the scope of the research, the significance of the research and the proposed methodology.
* Good research proposal’s value is that it provides direction to the researcher and keeps the research work on track.
* In some instances, the research proposal allows the evaluator to make a decision whether the researcher or the institution has the ability or capacity to undertake the proposed research.
* A good research proposal also makes it possible to determine ahead of time the resources that will require undertaking the project. E.g. Budgetary consideration.
* Proposal writing develops useful skills such as communicative, persuasive and organizational skills.