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Q1 According to Studies Ethics is very important topic in any field, Explain Ethics from research point of view? -

Ans: Importance of Ethics:

Most of us would agree that it is ethics in practice that make sense just having it carefully drafted and redrafted in book may not serve the purpose of course all us wants business to be fair clean and benefited to the society. For that to happen organization need to abide by ethic, engage themselves in fair practice and competition, all of which will benefit the consumer, the society and organization.

Primarily it is the individual, the consumer, the employee, or the human social unit of the society who benefits from ethics - In addition ethic is important because of the following -

① Satisfying basic human needs:

Being fair, honest and ethical is one the basic human needs. Every employee desires to be such himself and to work for an organization that is fair and ethical in its practices -

② Creating Credibility:

An organization that is that is believed to be driven by moral values is respected in the society even by those who may have no information about the working and the business or an organization-

③ uniting people and leadership:

organization driven by values is revered by its employee also. They are the common thread that bring the employees and the decision makers on a common platform-

④ Improving decision making:

A man's destiny is the sum total of all the decisions that he/she takes in course of his life. The same holds true for organizations. Decision are driven by values

⑤ Securing the society:

often ethics succeeds law in safeguarding the society. The law machinery is often found acting as a mute spectator, unable to save society and the environment-

Ethics try to create a sense of right and wrong in the organizations and often when the law fails, it is the ethics that may stop organizations from harming the society or environment.

Explain Ethics From Research Point of view:

Ethics are the moral principles that govern a person behavior. Research ethics may be referred to as doing what is morally and legally right in research. They are actually norms for conduct that distinguish between right and wrong. And acceptable of

unacceptable behavior.

Even though few aspect of research ethic have been set out in legislation, moral value mostly govern the conduct of research - ethical consideration have been gaining Paramount Importance across the research community -

① Ethical Ethos:

Research have to take the sole responsibility for the ethical conduct of their own research -

In simple terms, we can say ethics are researcher responsibility. First and the foremost responsibility of researcher is to take care of the safety, dignity, rights and well being of the participant. Research have to take care of various issues at different stages of the research process.

(A) Researchers, obligation:

The research have to take care of various obligation during the research process. They must ensure that their research is conducted with honesty, objectivity and integrity. The research must seek consent from the participants for their participation. They must respect people, their culture, value, religions, economic status and so on. Researcher have an obligation to take care of the confidentiality and personal information or identity of the participants as per their choice -

② Participant's Rights:

on the other side, the participants have the executive right to give consent to participant, with draw from, or refuse to take part in research projects - participant have right to seek

P-T-O.

Confidentiality and Stop Personal Information or Identifiable data from Publishing or sharing - They have right to seek their safety, security - whenever required, the data should be kept secure and participants should not be exposed to unnecessary or disproportionate level of risk -

③ Research Ethics of Researcher Participant:

Conduct ethically research is public trust - so researcher must fully understand the theory and policies designed to guarantee upstanding research practices - it becomes important for the researcher to know what constitutes an ethical research with an up to date knowledge, the researcher should develop a way with the basic ethical principle ensuring the safety and security of the participant of the study -

Different types of research methods need a different set of ethical guidelines. To make it easy to understand let's divide the research ethics simply into two groups - Research participant ethics and general ethics. we will enlist different ethical issues arising at various stage of the research process. The researcher has primary responsibility toward the participant and other researchers -

④ General Ethics:

Apart from the above guidelines a researcher need to take care of various other ethical issue at different stages of the research process as follows -

- i) Ethic play a paramount role in the study involving direct human contact. So, the effect of research on subject must be given due to consideration -

P.T.O

ii) Researcher conducting studies involving human subject should clearly describe and justify the research protocol in the research design, etc.

5 Ethics Committees:

There are different universities but researchers have no other option but to rely on their own common sense to eliminate and minimize various crucial ethical issues. Therefore need for a common policy or a common framework both at domestic as well as national level. assisting Indian researcher in addressing the ethical issue is cardinal - keeping in mind the aforementioned concerns -



Q2) What do we mean by time in research and data set? -

Ans: Time:

Time mean the indefinite continued progress of existence and event in the past, present and future regarded as a whole, or is called time - And also plan schedule or arrange when something should happen or be done is called time - Time in Research:

Time management allow to maintain focus on their work, contributing to research productivity/output - Thus Improving the management skills is essential to developing and sustaining a successful programme of research - so time is very important in research because there is different types of research, Agriculture, marketing in any other subject/departments - some of the agriculture reasonable research that's why

time is very important for research tenure.
utilize time in research:

The following tips in utilize
time in research -

i) Plan well:

Plan your day according to your most productive times. If you are a morning person, schedule tasks that requires connection early in the day. Create a to list in accordance with your plan.

ii) Manage Interruption:

Assign a fixed time during the day to deal with interruptions such as emails, phone calls, instant messages and social media rather than allowing them to interrupt you through out the day. You could waste up to half an hour of your time regaining your focus after you have been distracted.

iii) Go digital:

Use a Project management software to help you organize and keep control of all your tasks of research.

iv) Avoid Postponing:

Needlessly postponing unpleasant tasks just delays completing them.

v) Practice self discipline:

Lack of self discipline is a serious impediment. Stick to the plan.

vi) Time Buffers:

Schedule an extra 50% of the time as a buffer when you schedule time for a research task. If you do not use this buffer, you can use the time to tick off a quick task.

Data Set:

A dataset is a collection of raw statistics and information generated by research study. e.g. if you are interested in learning about public opinion on social issues, objectives - This definition is useful as it defines the boundaries for what type of data is covered by freedom of information requests - it is clearly stated that the data is collected as part of the normal business research of the public body and also that the data is essentially "raw" i.e. not been adapted or altered.

1) observations:

This is the actual data the measured numbers in a statistical table, the observations would be the numbers in the table cells -

2) organizational structure:

To locate an observation within in the hypercube, one has at least to know the value must be specified for each observation -

3) internal metadata:

Having located an observation, we need certain metadata set in order to be able to interpret it - what is the unit of measurement, is it nominal value or a series break, is the value measured or estimated -

4) External metadata:

This is metadata that describes the data set as a whole, such as categorization of the data set -

Now there is a few types of data set:

1) Numerical data set:

Numerical data set expressed in numbers

rather than natural language description. Sometimes called quantitative data numerical data is always collected in number form. This characteristic is one of the major ways of identifying numerical data. Numerical data is that measurable such as time, height, weight, amount, and so on.

② Bivariate data set:

Deal with two variable. The primary purpose of bivariate data is to compare the two sets of data or to find a relationship between the two variable. Bivariate data is most often analyzed visually using scatterplots.

③ Multivariate data set:

A data set consisting of two or more than two variable is referred to multivariate data set. e.g. A data set of height of students being the only variable data set of the students height will be call univariate data. Similarly a data set with more than two variable will be called multivariate data.

④ Correlation data set:

when two sets of data are strongly linked together we say they have high correlation. A correlation is assumed to be linear following

- a linear correlation can have value.
- 1 is a perfect positive correlation.
- 0 is no correlation (the values don't seem linked at all).
- -1 is a perfect negative correlation.

3 Q. If you are a marketer which sampling technique will suit you best in your research for product or services success? -

Ans. Market Research:

Marketing research would not be possible without sampling as it is possible to access every customer, whether current or future. Market researchers rely on various sampling techniques and methods to try and capture as wide a range as possible of the various types of customer client is hoping to glean feedback from. Now you may be thinking that all sampling is bunk, especially given the prediction and outcomes of the 2013 election in Pakistan. The poll is different than sampling and when market research is being carried out more than simple questions are being asked of its sample population - we find that the best most beneficial feedback is gleaned through a combination of qualitative and quantitative research.

Sampling methods are crucial to the quality of research, which is one of the reasons why this is better left to the neutral, professional organization rather than done in-house. Choosing the right sampling technique is important so that data is not skewed or biased let's explore sampling in more detail.

There are four types of commonly used techniques - include

- 1) Simple Random Sampling Technique -
- 2) Systematic Sampling Techniques -
- 3) Cluster Sampling Techniques -
- 4) Stratified Sampling Techniques -

① Simple Random Sampling techniques:

The most commonly used sampling technique and truly random, This method randomly select individual from a list of the population, with every individual having an equal chance being selected-

② Systematic Sampling:

Rather than randomly selecting individual from a population, This method is based on a system or selecting participant - e.g market researcher may select from a list of the population every 20th person - while this allows for a controlled way to select from a target population - it may be skewed depending on how the original list structured or organized-

③ Cluster Sampling:

Cluster sampling is a variation on simple random sampling and is often used with larger populations and across a broader geographic region. typically population is segregated into cluster and then participants are randomly selected from these group-

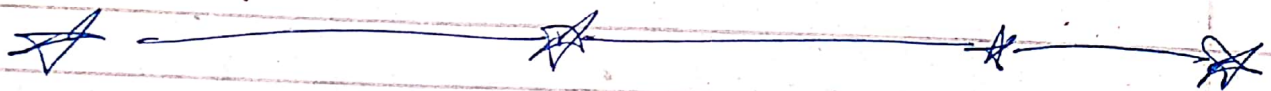
④ Stratified Sampling:

This method is a conflation of simple random and systematic sampling and is often used when there are a multitude of unique subgroups that require full, randomised representation across the sampling population-

Non probability sampling methods are less desirable and often contain sampling biases so why would any one choose this methodology - Budget and

Lack of access to a full population list are often the reason. If a researcher must go with a non-probability sampling method, he/she must be very careful when drawing conclusions as the population is not randomized and biases inherent. Most organizations hoping to learn more about their target populations understand that hiring third party market research companies that are well versed in understanding and selecting sampling population based on the methodology outlined above is money well spent. Market research when done properly is often the difference between good and great outcomes.

That's why I suit me as marketer best sampling research stratified sampling. as per the above explanation.



The End -