Final Exams Spring 2020

**(Subject Name=BRM)**



**Submitted by:**

Name=M.Bilal Mehdi (ID# 14261)

**BBA 5th semester**

**Submitted to:**

(teacher name=Dr.Amna)

**Dated:**

26/6/2020

**Question-1(a):**

What is the purpose of conducting quantitative research?

**Ans-1(a):**

The purpose of conducting quantities research is to find the relationship between them numerical and with statistically. It’s mean that quantitate research give data in figures which tell us the actual data, based on facts, there is no explanation in quantitate research because of numerically and statistically data which shows figures that figures is the explanation of whole quantitative research. And easy to understand so this is the purpose of conducting of quantitate research.

**Question-1(b):**

Discuss some strengths and weakness of quantitative research?

**Ans:**

The strengths of the quantitative research are that relatively easy to analysis.

* Data can be consistent mean accurate, and precise.
* It gave more information about the respondents.
* High levels of flessibility in research process.
* Can deal with large number of cases.
* It shows clear independent and dependent variable.

**Weakness of quantitative research are:**

* Ignores individual perspectives and experiences.
* Assumption in statistical methods. Mean which can not explain in detail.
* Data collection grows huge.
* Involves loosing of quality.
* Defining everything, in terms of numbers is risky when dealing with humans especially means when one figure ten incorrect information about research so all research with be loose accurate data. And missed.

**Question-2:**

What is reliability? Discuss inter-item reliability. Support your answer with at least two examples.

**Ans:**

Reliability refers to whether or not you get the same result by using an instrument for something to measure it more than one time. So for this device or instrument we can call it reliable instrument.

**Or**

Reliability is the degree in which research method came or produces stable and consistent results there is no different repetition in result.

**B)** **Inter-item reliability:**

Refers to the extent of consistency between multiple items measuring the same construct.

**Examples-1:**

If math test is taken in one problem mean same problem and tell to the student that solve several question of the same problem so students ability is normal because same problem-same formula so this inter-item reliability multiple items but same construct.

**Example-2:**

If a batsman stand for the spinner bowler for batting in daily life so he is good batsman but not a confident batsman.

**Question-3:**

Discuss validity differentiate between construct validity and face validity?

**Ans-**

Validity is the extent/limit to which the score comes actually represent the variable they are intended to mean that if something or instrument is used for a specific test, research etc so this is valid for that specific test or research.

**Construct validity:**

Is an assessment of how well you translated hyour ideas theories, in a actual or specific event or program or measures.

Mean you prepare yourself for an occasion that in actually needed to explane ideas, concept related that occasion.

**Face validity:**

The extent to which a measuring instrument appears valid on its surface. It means that in face validity where something appears to be valid that’s why it is called face validity depend on the judgment of the observer.

**Question-4:**

1. What is referencing?
2. Why is it important to reference the research work?
3. Lay down the steps of referencing.

**Ans-a:**

**Referencing:**

It is a way to provide evidence to support the contention and claims in your work.

It mean that you conduct a research or work on a project and for supporting to accept a research or work allow you to acknowledge the contribution of other people.

**B:**

Referencing is important to avoiel plagiarism and verify quotations because of you steal of someone ideas it mean that you do not have any knowledge about your work or research so you just quete of some one name or idea and with written with his/her name so it means that you have search more things about your work and gained more knowledge so that’s why referencing is important.

**C:**

**Steps of referencing:**

Keep a record of the face bibliographie detail mean you have to record of someone written books names very thing and give detail about the books relevant page topic from where you have taken the information.

* Insert brief quotation at the specific places in the text of your document.
* Assemble a reference list at the end of the document that includes fuel details of all reference cited.

Mean at the end of document you have to assemble all reference list that you have taken informatics from them and east to search it or to find them.

**Question-5:**

1. Discuss positivism in detail.
2. What are assumptions write positivism given by conenetal?

**Ans-5:**

A**) Positivism:**

Developed by Auguste comte (1798-1857),

It is a philosophy that states that the only authentic knowledge is scientific knowledge and such knowledge can only came from positive of formation of theories through strict scientific method. Its mean that positivism is the philosophy in which stated that the real knowledge is that knowledge which came from the real world experienced and related with socially means to reveal a time nature of now society operates means it is a philosophy of social science.

1. **Assumptions:**

Assumptions are

**Determinism:**

Means that event are caused by other circumstant and hence understanding such casual links a necessary for prediction and control. It’s mean that all events are completely determined by previously existing causes.

**Empiricism:**

The theory that all knowledge is based on experience derived from the sense. It means that empiricism is that knowledge which came from our five sense mean by using the five senses.

**Parsimony:**

Explanation of the phenomena in most economic way possible. It means that great unwillingness to spend money unnecessarily, mean that using least resources or explanation to solve a problem.

**Generality:**

Is the process of generalizing the observation of the particular phenomena to the world at large. It means that for understanding you can use a particular phenomena mean take general or being general.