

- according to Clifford Woody, write the definition of research.
- Research comprises of defining & redefining problem, formulating hypothesis (or) suggesting solutions, collecting, organizing & evaluating data, making deduction & reaching conclusions to determine whether they fit

- 16) why research is most important in every one's life? Justify your views with any one real time example observed in recent times.

- Research is applied across several fields of applied economics, whether related to business (or) to the economy as a whole has greatly increased.

The significance of research can be understood by the following points

- \* Research may mean a way to attain a high position in social structure
- \* To professionals in research methodology research may mean a source of livelihood

- \* To philosophers & thinkers, research may mean the outlet for new ideas & insights
- \* To literary men & women, research may mean the development of new styles & creative work
- \* To analysts & intellectuals, research may mean the generalisations of new theories

2a) Discuss the objectives of research  
 The main aim of research is to find out the truth which is hidden & which has not been discovered yet.

### Objectives:-

- \* To gain familiarity with a phenomenon & to achieve new insights in it
  - \* To portray accurately the characteristics of a particular individual, situation or a group
  - \* To determine the frequency with which something occurs
  - \* To test a hypothesis of a causal relationship between variables
- 2b) write any two difference b/w research methods and methodology.



## Research method.

- \* Methods employed by the researcher to conduct the research
- \* Behaviour & Instrument used in the selection & construction of the research technique
- \* To discover solution to research problem

H) Explain the following

a) Ex-post facto research

→ In social science & business research we quite often use the term ex post facto research for descriptive research studies

\* The main characteristic of this method is that the researcher has to control over the variables.

\* He can only report what has happened or what is happening

\* Most ex-post facto research projects are used for descriptive studies in which the researcher seeks to measure such item as for example frequency of shopping, preferences of people or similar data.

## Research methodology

\* ways to efficiently solving research problems

\* Science of understanding how research is performed methodologically

\* To determine what procedures so as to determine solutions

Ex post facto studies also include attempts by researchers to discover causes even when they cannot control the variable.

Essentials of a good questionnaire  
To be successful, questionnaire should be comparatively short & simple i.e. the size of the questionnaire should be kept minimum.

Questions should proceed in logical sequence moving from easy to more difficult questions.

Rational & intimate questions should be left to the end.

Technical terms & vague expressions capable of different interpretations should be avoided in a questionnaire.

Questions may be dichotomous, multiple choice or open ended.

58 Differentiate the following types of research

a) Quantitative Qualitative

+ It is based on the measurement of quantity. + It is concerned with phenomena relating to

(i) amount

(i) in valuing quality

(ii) kind



- + Focuses on testing hypothesis & theories
- \* Analysed through math and statistical analysis
- + Mainly expressed in numbers, graphs & tables
- ex. surveys, experiments, observation

## b) Conceptual

- + It is related to some abstract ideas or theory
- \* Involves abstract ideas & concepts; however, it doesn't involve any practical experiments
- + Philosophical research studies are examples
- + Similar to basic research

- + Focused on exploring ideas & formulating a theory or hypothesis
- \* Analysed by summarizing, categorizing & interpreting
- \* Mainly expressed in words
- ex. Interviews, focus groups, literature review.

## Empirical

- \* Empirical research relies on experience or observation alone often without due regard for systematic theory
- \* Involves phenomena that are observable & measurable
- + Includes both quantitative & qualitative studies
- + Similar to experimental type of research