

BAHRIA UNIVERSITY (KARACHI CAMPUS)

**Technical Writing & Presentation Skills (HSS-320)**

ASSIGNMENT # 2 – SPRING 2024

Class: **BSE-6B**

Course Instructor: **Muhammad Aamir Khan**

Submission Date: **22nd March, 2024**

Max Marks: **05**

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**Q: Explain** the major differences between the Research proposal, Research article and scientific article in your own words with suitable examples. Also write down a research paper that broadly involve four main stages:

**Question 1**:

1. Choosing a topic
2. Researching your topic
3. Making an outline (major sections related to your research topic)
4. Actual writing covering all sections briefly with proper references

# Note: Plagiarism not more than 25%

**(CLO – 2) [Total: 5 Marks]**

**Solution:**

The major differences between a research proposal, a research article, and a scientific article:

1. **Research Proposal:**

* A research proposal is a detailed plan outlining the proposed research project.
* It typically includes an introduction to the research topic, research objectives, methodology, timeline, and expected outcomes.
* It is submitted to academic institutions or funding agencies to seek approval or funding for the research.

**Example:**

A research proposal for studying the impact of different compensation structures on employee motivation in **Multi-Level Marketing** companies might include sections on the research objectives, methodology (such as survey design or data analysis techniques) and expected contributions to the field.

1. **Research Article:**

* A research article is a detailed report of the findings from a completed research study.
* It follows a specific format including sections such as abstract, introduction, methodology, results, discussion, and conclusion.
* It is typically peer-reviewed and published in academic journals to share new knowledge with the research community.

**Example:**

A research article on the effectiveness of different MLM software platforms in facilitating sales and recruitment processes might present findings from surveys or case studies, analyze the data collected, and discuss implications for MLM companies.

1. **Scientific Article:**

* A scientific article is similar to a research article but emphasizes the use of scientific methods and principles.
* It presents original research or reviews existing literature in a specific scientific field.
* It undergoes rigorous peer review and publication in scientific journals to contribute to the advancement of scientific knowledge.

**Example:**

A scientific article on the technological innovations in MLM software development might discuss advancements in artificial intelligence algorithms for targeted marketing or blockchain technology for secure transaction processing in MLM systems.

Now, let's outline a research paper involving four main stages related to the research topic "**MLM Software**":

1. **Choosing a Topic:**

* Identify the evolving trends and challenges in **MLM Software Development**.
* Select "**Enhancing User Experience in MLM Software Platforms**" as the research topic due to its significance in improving customer engagement and retention.

1. **Researching Your Topic:**

* Conduct a literature review to understand the current state of MLM software, including features, functionalities, and user experiences.
* Analyze case studies and industry reports on successful implementations of MLM software to identify best practices and areas for improvement.

1. **Making an Outline:**

* **Introduction:** Overview of MLM software and its importance in network marketing.
* **Literature Review**: Review of existing MLM software solutions and their key features.
* **Methodology:** Explanation of research methods, such as surveys or usability testing, to assess user experience in MLM software platforms.
* **Results:** Presentation of findings from the research, including user feedback and usability metrics.
* **Discussion:** Interpretation of results, comparison with existing literature, and implications for improving MLM software design.
* **Conclusion:** Summary of key findings and recommendations for future research and software development.

1. **Actual Writing:**

* **Introduction:** MLM software plays a crucial role in facilitating sales, recruitment, and communication in network marketing businesses. However, ensuring a seamless user experience is essential for maximizing the effectiveness of these platforms.
* **Literature Review:** Existing MLM software platforms offer various features such as genealogy tracking, commission calculations, and communication tools. However, user feedback suggests challenges related to usability, navigation, and customization options.
* **Methodology:** A mixed-methods approach combining user surveys and usability testing will be employed to evaluate user experience in different MLM software platforms.
* **Results:** Preliminary findings indicate that while users appreciate the functionality of MLM software, they encounter difficulties in navigating complex interfaces and customizing settings.
* **Discussion:** The results highlight the importance of prioritizing user-friendly design principles in MLM software development to enhance user satisfaction and engagement. Recommendations include streamlining navigation, providing intuitive customization options, and integrating user feedback mechanisms.
* **Conclusion:** Improving user experience in MLM software platforms is crucial for fostering user engagement and achieving business success in network marketing. Future research should focus on implementing design improvements based on user feedback and evaluating their impact on user satisfaction and business performance.

This research paper aims to contribute to the understanding of user experience in MLM software platforms and provide actionable insights for improving software design and functionality to meet the evolving needs of network marketing businesses.