

## QUESTION BANK FOR RESEARCH IN COMPUTING

### Unit 1

#### Chapter 1

Q 1) What do you mean by Business Research?

**Business research** is the application of the scientific method in searching for the truth about business phenomena. These activities include defining business opportunities and problems, generating and evaluating alternative courses of action, and monitoring employee and organizational performance. Business research is more than conducting surveys. This process includes idea and theory development, problem definition, searching for and collecting information, analyzing data, and communicating the findings and their implications.

Q 2) Explain Basic research and Applied Research. Differentiate them.

#### Applied and Basic Business Research

One useful way to describe research is based on the specificity of its purpose.

**Applied business** research is conducted to address a specific business decision for a specific firm or organization. The opening vignette describes a situation in which AFLAC may use applied research to decide how to best create knowledge of its supplemental disability insurance products.

**Basic business research** (sometimes referred to as pure research) is conducted without a specific decision in mind, and it usually does not address the needs of a specific organization. It attempts to expand the limits of knowledge in general, and as such it is not aimed at solving a particular pragmatic problem. Basic research can be used to test the validity of a general business theory (one that applies to all businesses) or to learn more about a particular business phenomenon. For instance, a great deal of basic research addresses employee motivation. How can managers best encourage workers to dedicate themselves toward the organization's goals? From such research, we can learn the factors that are most important to workers and how to create an environment where employees are most highly motivated.

<b>BASIS FOR COMPARISON</b>	<b>BASIC RESEARCH</b>	<b>APPLIED RESEARCH</b>
Meaning	Basic Research refers to the study that is aimed at expanding the existing base of scientific knowledge.	Applied Research is the research that is designed to solve specific practical problems or answer certain questions.
Nature	Theoretical	Practical
Utility	Universal	Limited
Concerned with	Developing scientific knowledge and predictions	Development of technology and technique
Goal	To add some knowledge to the existing one.	To find out solution for the problem at hand.

Q 3) Explain in detail Managerial value of Business Research.

1. Identifying problems or opportunities:

Before any strategy can be developed, an organization must determine where it wants to go and how it will get there. Business research can help managers plan strategies by determining the nature of situations or by identifying the existence of problems or opportunities present in the organization. Business research may be used as a scanning activity to provide information about what is occurring within an organization or in its environment. The mere description of some social or economic activity may familiarize managers with organizational and environmental occurrences and help them understand a situation.

Consider these two examples:

- The description of the dividend history of stocks in an industry may point to an attractive investment opportunity. Information supplied by business research may also indicate problems.
- Employee interviews undertaken to characterize the dimensions of an airline reservation clerk's job may reveal that reservation clerks emphasize competence in issuing tickets over courtesy and friendliness in customer contact.

2. Diagnosing and Assessing Problems or Opportunities:

After an organization recognizes a problem or identifies a potential opportunity, business research can help clarify the situation. Managers need to gain insight about the underlying factors causing the situation. If there is a problem, they need to specify what happened and why. If an opportunity exists, they may need to explore, refine, and quantify the opportunity. If multiple opportunities exist, research may be conducted to set priorities.

3. Selecting and Implementing a Course of Action:

After the alternative courses of action have been clearly identified, business research is often conducted to obtain specific information that will aid in evaluating the alternatives and in selecting the best course of action. For example, suppose Harley-Davidson is considering establishing a dealer network in either China or India. In this case, business research can be designed to gather the relevant information necessary to determine which, if either, course of action is best for the organization.

#### 4. Evaluating the Course of Action:

After a course of action has been implemented, business research may serve as a tool to tell managers whether or not planned activities were properly executed and if they accomplished what they were expected to accomplish. In other words, managers may use evaluation research to provide feedback for evaluation and control of strategies and tactics. Evaluation research is the formal, objective measurement and appraisal of the extent a given activity, project, or program has achieved its objectives. In addition to measuring the extent to which completed programs achieved their objectives or whether continuing programs are presently performing as projected, evaluation research may provide information about the major factors influencing the observed performance levels. In addition to business organizations, nonprofit organizations and governmental agencies frequently conduct evaluation research.

**Evaluation research is the formal, objective measurement and appraisal of the extent a given activity, project, or program has achieved its objectives.**

**Performance-monitoring research is a specific type of evaluation research that regularly, perhaps routinely, provides feedback for the evaluation and control of recurring business activity.**

Q 4) When business research is needed?

##### ➤ **Time Constraints :**

Systematic research takes time. In many instances, management believes that a decision must be made immediately, allowing no time for research. Decisions sometimes are made without adequate information or thorough understanding of the business situation. Although making decisions without researching a situation is not ideal, sometimes the urgency of a situation precludes the use of research..

##### ➤ **Availability of Data:**

Often managers already possess enough data, or information, to make sound decisions without additional research. When they lack adequate information, however, research must be considered. This means that data need to be collected from an appropriate source. If a potential

source of data exists, managers will want to know how much it will cost to get the data.

➤ **Nature of the Decision**

The value of business research will depend on the nature of the managerial decision to be made. A routine tactical decision that does not require a substantial investment may not seem to warrant a substantial expenditure for research. For example, a computer company must update its operator's instruction manual when it makes minor product modifications. The research cost of determining the proper wording to use in the updated manual is likely to be too high for such a minor decision. The nature of the decision is not totally independent of the next issue to be considered: the benefits versus the costs of the research. In general, however, the more strategically or tactically important the decision, the more likely it is that research will be conducted.

➤ **Benefits versus Costs**

Earlier we discussed some of the managerial benefits of business research. Of course, conducting research to obtain these benefits requires an expenditure of money. In any decision-making situation, managers must identify alternative courses of action and then weigh the value of each alternative against its cost. Business research can be thought of as an investment alternative.