

## Chapter 5

Q 1) What do you mean by research program? Explain In house research and Outside Agency.

### **Research program:**

Numerous related studies that come together to address multiple, related research objectives..

### **In-house research:**

Research performed by employees of the company that will benefit from the research.

### **Advantages of In-House Research:**

- Quick turn-around
- Better collaboration
- w/employees
- Cheaper costs
- Secret process

### **Advantages of An Outside Agency:**

- Fresh perspective
- More objectivity
- Special expertise

## Q 2) Explain Business Research Jobs

Research organizations themselves consist of layers of employees. Each employee has certain specific functions to perform based on his or her area of expertise and experience. A look at these jobs not only describes the potential structure of a research organization, but it also provides insight into the types of careers available as a business research specialist.

### ■ SMALL FIRMS

Small companies usually have few resources and special competencies to conduct large-scale, sophisticated research projects. An advertising agency or a business consulting firm that specializes in research will be contracted if a large-scale survey is needed. At the other extreme, a large company like Procter & Gamble may staff its research departments with more than 100 people.

### ■ MID-SIZED FIRMS

Mid-sized firms can be thought of as those with between 100 and 500 employees. In a mid-sized firm, the research department may reside in the organization under the director of marketing research.

### Q 3) Define

**1. Research analyst:** It is responsible for client contact, project design, preparation of proposals, selection of research suppliers, and supervision of data collection, analysis, and reporting activities.

Normally, the research analyst is responsible for several projects simultaneously covering a wide spectrum of the firm's organizational activities. He or she works with product or division management and makes recommendations based on analysis of collected data.

**2. Research assistants:** It provide technical assistance with questionnaire design, data analyses, and so forth. Another common name for this position is junior analyst.

Manager of decision support systems Employee who supervises the collection and analysis of sales, inventory, and other periodic customer relationship management (CRM) data.

### **3. forecast analyst**

Employee who provides technical assistance such as running computer programs and manipulating data to generate a sales forecast.

**4. Syndicated Service:** It is a research supplier that provides standardized information for many clients in return for a fee. They serve as a sort of supermarket for standardized research.

### **5. Standardized Research Services**

Standardized research service companies develop a unique methodology for investigating a business specialty area. Several research firms, such as Retail Forward (<http://www.retailforward.com>), provide location services for retail firms. The Research Snapshot above illustrates an interesting application for which an outside location service company may be particularly useful.

Research suppliers conduct studies for multiple, individual clients using the same methods.

Q 4 )What do you mean by Business Ethics.

Business ethics is the application of morals to behavior related to the business environment or context. Generally, good ethics conforms to the notion of “right,” and a lack of ethics conforms to the notion of “wrong.” Highly ethical behavior can be characterized as being fair, just, and acceptable.

Ethical values can be highly influenced by one’s moral standards. Moral standards are principles that reflect beliefs about what is ethical and what is unethical. More simply, they can be thought of as rules distinguishing right from wrong. The Golden Rule, “Do unto others as you would have them do unto you,” is one such ethical principle.

An ethical dilemma simply refers to a situation in which one chooses from alternative courses of actions, each with different ethical implications. Each individual develops a philosophy or way of thinking that is applied to resolve the dilemmas they face. Many people use moral standards to guide their actions when confronted with an ethical dilemma. Others adapt an ethical orientation that rejects absolute principles.

Q 5) Explain Relativism .

It is a term that reflects the degree to which one rejects moral standards in favor of the acceptability of some action.

This way of thinking rejects absolute principles in favor of situation-based evaluations. Thus, an action that is judged ethical in one situation can be deemed unethical in another.

Q6) Explain Idealism.

It is a term that reflects the degree to which one bases one's morality on moral standards. Someone who is an ethical idealist will try to apply ethical principles like the golden rule in all ethical dilemmas.

Q7) Explain General Rights and Obligations of Concerned Parties Of Ethics.

General Rights and Obligations of Concerned Parties

Everyone involved in business research can face an ethical dilemma. For this discussion, we can

divide those involved in research into three parties:

1. The people actually performing the research, who can also be thought of as the “doers”
2. The research client, sponsor, or the management team requesting the research, who can be thought of as “users” of research
3. The research participants, meaning the actual research respondents or subjects.

Q 8) Explain Advocacy research.

Advocacy research—research undertaken to support a specific claim in a legal action or to represent some advocacy group—puts a client in a unique situation. Researchers often conduct advocacy research in their role as an expert witness. For instance, a researcher may be deposed to present evidence showing that a “knock-off” brand diminishes the value of a better known name brand. In conventional research, attributes such as sample size, profile of people actually interviewed, and number of questions asked are weighed against cost in traditional research. However, a court's opinion on whether research results are reliable may be based exclusively on any one specific research aspect. Thus, the slightest variation from technically correct procedures may be magnified by an attorney until a standard research result or project no longer appears adequate in a judge's eyes. How open should the client be in the courtroom?

The ethics of advocacy research present a number of serious issues that can lead to an ethical dilemma:

- Lawyers' first responsibility is to represent their clients. Therefore, they might not be interested as much in the truth as they are in evidence that supports their client's position. Presenting accurate research results may harm the client.
- A researcher should be objective. However, he or she runs the risk of conducting research that does not support the desired position. In this case, the lawyer may ask the researcher if the results can somehow be interpreted in another manner.
- Should the lawyer (in this case a user of research) ask the researcher to take the stand and present an inaccurate picture of the results?