



# **ROHINI COLLEGE OF ENGINEERING AND TECHNOLOGY , PALKULAM**

## **BUSINESS RESEARCH METHODS**

### **UNIT – I     RESEARCH TYPES / RESEARCH PROCESS**

#### **BASIC VS APPLIED**

Basic means the investigation of problems to further and develop existing knowledge. It is mainly concerned with generalization and formulation of theories. Gathering knowledge for knowledge's sake is termed basic research. E.g. Physics, astronomy. Similarly, studying the behavior of individual to make some generalization about their social learning, memory pattern, and intelligence level are also examples of fundamental research.

#### **DESCRIPTIVE VS ANALYTICAL RESEARCH**

Descriptive research describe the present state of affairs as it exists without having any control over variables. The researcher can only report what has happened or what is happening. In analytical research on the other hand the researcher has to use facts or information already available and analyze these to make a critical evaluation of the material.

#### **QUANTITATIVE VS QUALITATIVE RESEARCH**

Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomenon that can be expressed in terms of quantity. Qualitative research is concerned with qualitative phenomenon. Qualitative research is especially important in the behavioural sciences where the aim is to discover the underlying motives , interest , personality and attitudes of human beings.

#### **CONCEPTUAL VS EMPIRICAL RESEARCH**

Conceptual research is related to some abstract ideas or theory. Philosophers and thinkers generally use it to develop new concepts or to interpret existing ones. Empirical research is data based coming up with

conclusions that are capable of being verified, by observation or by experiment. Empirical research is appropriate when proof that certain variables affect other variables in some way is sought. It is considered that evidence gathered through experiments or empirical studies provides the most powerful support for a given hypothesis

### **THEORETICAL AND EMPIRICAL RESEARCH**

Empirical research is data based coming up with conclusions that are capable of being verified, by observation or by experiment. Empirical research is appropriate when proof that certain variables affect other variables in some way is sought. It is considered that evidence gathered through experiments or empirical studies provides the most powerful Support for a given hypothesis.

Theoretical Research is defined as contemplative of the mind or intellectual faculties. The research theorist on the other hand studies the subject through the writing of others and through discourse with learned or informed individuals who can comment on the subject area usually without any direct involvement in observation of behavior and the collection of actual evidence.

### **CROSS –SECTIONAL AND TIME – SERIES RESEARCH**

Cross-sectional research is a research method often used in developmental psychology, but also utilized in many other areas including social science and education. This type of study utilizes different groups of people who differ in the variable of interest, but share other characteristics such as socioeconomic status, educational background and ethnicity. A "time series" is an epidemiological research design in which a single population group of defined size is studied over a period during which preventive or therapeutic interventions take place, with measurements of factors and variables of interest at specified time intervals. The aim is to detect trends such as variations in incidence rates of disease or other health-related phenomena in response to particular interventions. It may be a simple pre-test/post-test design, or an interrupted time series, in which several measurements are made both before and after an intervention; the latter is regarded as the more valid of these methods.

## **LABORATORY RESEARCH**

The emphasis in laboratory research is on controlling certain variables in such as to observe the relationship between two or three other variables.

## **CLINICAL OR DIAGNOSTIC RESEARCH**

This type of research follows case study methods or in-depth approaches to reach the basic causal relationship. This research takes only a few samples and studies the phenomenon in depth and observes the effects.

## **EXPLORATORY RESEARCH**

The objective of exploratory research is the development of hypothesis rather than their testing. The major emphasis is on the discovery of ideas and insights. It is more flexible and highly informal.

## **HISTORICAL RESEARCH**

This type of research utilizes historical sources like documents, literature, leaflets etc

## **PANEL RESEARCH**

Panel methods are broader than descriptive than descriptive research. These methods are normally used in sales forecasting by measuring consumer preferences for various products measuring audience size and character for media programmes, testing new products and product concepts and testing any variable in a firm's marketing mix. Generally the survey is valid for one time period, which is known as study period and they do not reflect changes occurring over time.

## **EXPERIMENTAL RESEARCH**

A process where events occur in a setting at the discretion of the experimenter and control are used to identify the sources of variation in subject's response. The investigator or experimenter systematically manipulates some factor to elicit a response from the subjects. Experimentation is considered to be process of manipulating one variable constant in order to establish a casual relationship.

# RESEARCH PROCESS

Define research Problem

Review Of Literature

Developing Hypothesis

Research Design

Sample Design

Data Collection

Analysis Of Data

Hypothesis Testing

Interpretation

Report Preparation

