

# DRM 902 - Research Methodology

## Tutorials

DRM 902 RM Unit 01 Part 02 of 15 is a tutorial

Go through points mentioned below and write a report of the same.

Submit the report (optional) via Google class room

- 1: **Purpose of Research**
- 2: *Formulative research studies*
- 3: *Descriptive research studies*
- 4: *Diagnostic research studies*

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## HINTS:

### **Purpose of Research**

The purpose of research is to discover answers to questions through the application of scientific procedures.

The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings:

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as *exploratory or formulative research studies*);

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**2. To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as *descriptive research studies*);**

**3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as *diagnostic research studies*);**

**4. To test a hypothesis of a causal relationship between variables (such studies are known as *hypothesis-testing research studies*).**

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